



# ISM2014

*the focus is you*

*“In any profession, you need continual knowledge, a network of people to be able to rely on, ask questions and learn from. ISM has been invaluable in my career.”*

— Chris Silva  
Associate Director, Strategic Procurement  
Alkermes



**ISM2014**  
International Supply Management Conference  
**May 5-7, 2014 | Las Vegas**

ISM2014 • Las Vegas, Nevada • May 5-7, 2014

## Welcome

Institute for Supply Management™ is pleased to present ISM2014 — the 99th International Supply Management Conference. Join us as we travel to Las Vegas for three days of supply management professional development, training and networking.

Known to many simply as "the ISM show," this Conference continually sets the bar for supply chain events around the world. From notable keynotes like Malcolm Gladwell, Wolf Blitzer and Condoleezza Rice to leading, cross-sector educational content, this is where our profession's best and brightest converge every year. Presenters are successful practitioners, experts in the field, sharing what works, who's best-in-class and the tools you need to implement significant improvements within your own organization. Join us and see what all the buzz is about.

## Learning Tracks

Look for these 10 learning tracks to help you focus your development:

**Track 1: Emerging Practitioners**

**Track 2: Supply Chain Management Fueling Growth**

**Track 3: Global Supply Chain**

**Track 4: Career Development**

**Track 5: Talent Management**

**Track 6: Business Acumen in Supply Chain**

**Track 7: Logistics**

**Track 8: Global Economic Indicators**

**Track 9: Big Data, Analytics**

**Track 10: Best Practices in Indirect Spend**

For a macro view of supply management, customize your selections to cover all of its components, and return to your organization with a strong foundation for success.

Take this opportunity to reinforce your skills, follow trends and hear the buzz on supply management. Attend ISM2014 and find out why this is the place to be if you're a supply management professional.

# Table of Contents

<b>2</b>	Keynote Speakers
<b>4</b>	Schedule of Events
<b>6</b>	Your Complete Experience
<b>7</b>	Educational Exhibit Hall
<b>10</b>	Learning Tracks
<b>12</b>	Conference Sessions
<b>24</b>	Pre-Conference Seminars
<b>25</b>	Conference Sponsors
<b>27</b>	Registration Information
<b>28</b>	Registration Form
<b>29</b>	Area Attractions
<b>30</b>	Hotel and Travel Information
<b>31</b>	Student Participation
<b>32</b>	Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management

Receive a one-year ISM membership\* with your nonmember Conference registration fee, a subscription to *Inside Supply Management*® magazine, unlimited access to the ISM website and discounts on products and services — all benefits enjoyed by ISM members.

**\*Direct membership only. US\$210 value. Additional fees may apply for affiliate membership.**



**ISM2014**  
International Supply Management Conference  
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## Powering America's Energy and Economic Future



12:00 pm – 1:30 pm

### T. Boone Pickens

Oil and Gas Entrepreneur

A legendary oil and gas entrepreneur who has become the nation's most effective energy expert, T. Boone Pickens is on a mission to enhance U.S. energy policies to lessen the nation's dependence on

OPEC oil — a reliance that he views as the greatest threat to America's national security and economic well-being. Cited by President Barack Obama for his leadership in developing the Pickens Plan for America's energy future, the entrepreneur and visionary has long been an advocate for harnessing domestic alternatives and developing even greater new technologies. He has

not been shy in predicting oil and gas prices, and has been uncannily accurate. As a result, he is a frequent guest on some of the nation's most-watched business programs (CNBC coined him the "Oracle of Oil"). In his keynote presentations, Pickens showcases his folksy, candid, no-holds-barred approach to solving America's energy crisis, as well as the lessons he has learned over the course of his outstanding professional life. Truly an American success story, Pickens grew from humble beginnings in Depression-era Holdenville, Oklahoma, to be one of the nation's most successful businessmen, gracing the cover of *Time*, *Fortune* and virtually every other major business publication in America.

MONDAY

MAY **5** 2014

## Economic Trends That Procurement Should Monitor

8:00 am – 9:30 am

### Mark M. Zandi

Chief Economist  
Moody's Analytics

Mark M. Zandi is chief economist of Moody's Analytics, where he directs economic research. Moody's Analytics, a subsidiary of Moody's Corp., is a leading provider of economic research, data and analytical tools. Zandi is a co-founder of Economy.com, which Moody's purchased in 2005. A trusted adviser to policymakers and an influential source of economic analysis for businesses, journalists and the public, Zandi frequently testifies before the

U.S. Congress on topics including the economic outlook, the nation's daunting fiscal challenges, the merits of fiscal stimulus, financial regulatory reform and foreclosure

mitigation. Zandi conducts regular briefings on the economy for corporate boards, trade associations and policymakers at all levels. He is on the board of directors of MGIC, the nation's largest private mortgage insurance company, and The Reinvestment Fund, a large CDFI that makes investments in disadvantaged neighborhoods. He is often quoted in national

and global publications and interviewed by major news media outlets, and is a frequent guest on CNBC, NPR, "Meet the Press", CNN and various other national networks and news programs.

TUESDAY

MAY **6** 2014





## **Business Survey/Economic Outlook Presentation**

**8:00 am – 9:30 am**

**Bradley J. Holcomb, CPSM, CPSD**

Chair, ISM Manufacturing Business Survey Committee

**Anthony S. Nieves, C.P.M., A.P.P., CFPM**

Chair, ISM Non-Manufacturing Business Survey Committee



**TUESDAY**  
**MAY 6 2014**

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## **50 Years of Funny**

**1:30 pm – 3:00 pm**

### **The Second City**

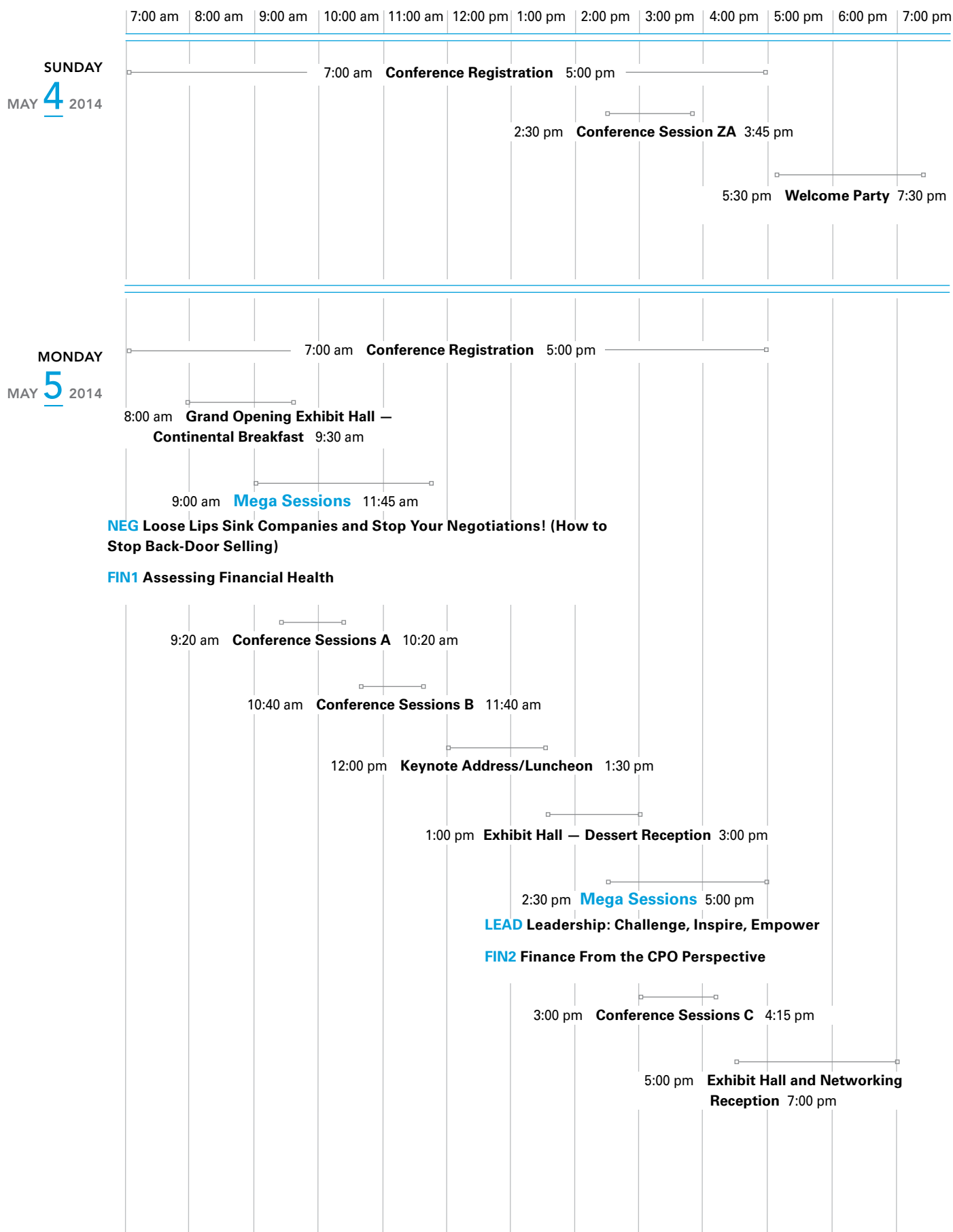


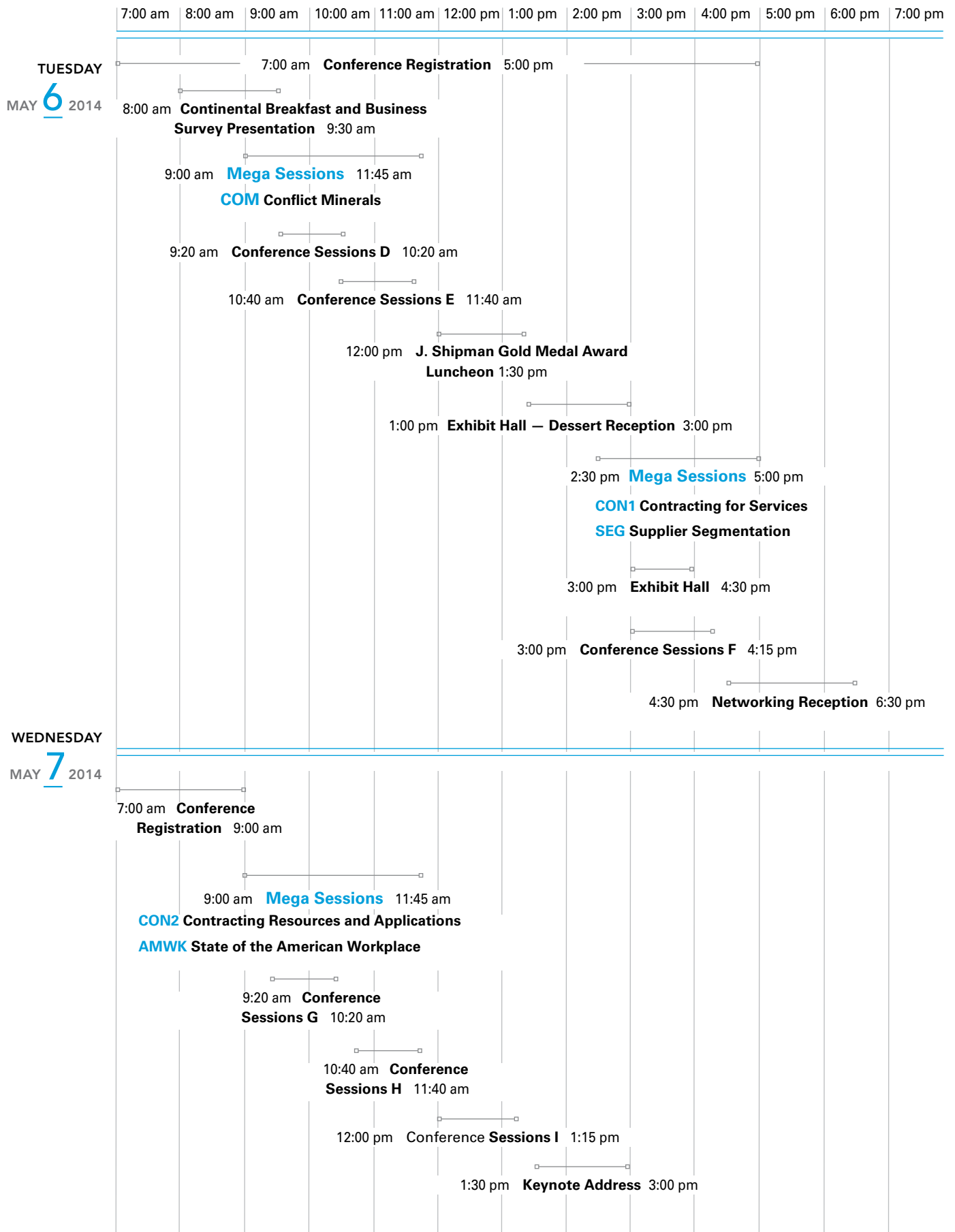
A unique brand of social and political satire mixed with improvisation delights audiences all over the world. The skills The Second City's members use to create the world's best satire and comedy are the same skills they teach every day to many of the world's most successful corporations, helping them become more innovative, team-driven and nimble organizations. They use humor and open conversation to honestly identify challenges, and improv learning techniques that build both individual and team skills to address those challenges. In fact, because everything they do in improvisation is about helping the ensemble, teamwork is an inescapable outcome of their work. Behind "the funny" is a powerful learning methodology and a sensibility that gets to the truth in any situation, which is what makes them funny in the first place. The Second City's mission with its corporate clients is to bring a little humanity and authenticity back into business, because their experience shows that humanity trumps fear, and when fear is gone, it is possible to create, innovate and connect powerfully.

**WEDNESDAY**

**MAY 7 2014**

# Schedule of Events





## Learning Tracks

- Track 1** — Emerging Practitioners
- Track 2** — Supply Chain Management Fueling Growth
- Track 3** — Global Supply Chain
- Track 4** — Career Development
- Track 5** — Talent Management
- Track 6** — Business Acumen in Supply Chain
- Track 7** — Logistics
- Track 8** — Global Economic Indicators
- Track 9** — Big Data, Analytics
- Track 10** — Best Practices in Indirect Spend

These tracks represent areas of high interest for supply chain professionals. We recommend planning your session attendance around these tracks and filling in with our selection of other supply management topics.

## Mega Sessions

These extended sessions includes some of the industry's most popular topics. Look for supplier segmentation, contracting, finance and negotiations. Seating is limited and in high demand. Reserve your seat today! (VIPs receive a selection guarantee.)

**SEG** Supplier Segmentation

**COM** Conflict Minerals

**LEAD** Leadership: Challenge, Inspire, Empower

**CON1** Contracting for Services

**CON2** Contracting Resources and Applications

**FIN1** Assessing Financial Health

**FIN2** Finance From the CPO Perspective

**NEG1** Loose Lips Sink Companies and Stop Your Negotiations!  
(How to Stop Back-Door Selling)

**AMWK** State of the American Workplace

## Pre-Conference Seminars

If this is the only professional development event that you attend this year, why not select a valuable pre-Conference seminar and extend your stay? As an added bonus, save on your Conference registration fee when you attend a pre-Conference seminar. (Program 4322 is not eligible.)

## 9th Annual Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management

Don't miss the sessions presented by the winners of the Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management. These leading-edge programs present real-world applications and success stories from leaders in supply management. Look for these sessions on Monday and Tuesday.

## Keynote Sessions

Our lineup includes inspirational leaders, world-class economists and industry innovators. Speakers are committed to educating and motivating you through their unique experiences.

## Conference Sessions

Educational sessions are the heart of the Conference. This year is no exception. We are proud to present sessions focusing on supplier relationships, recruiting and keeping talent, breaking news, risk management, strategic sourcing, innovation, best practices and more.

## Educational Exhibit Hall

The Educational Exhibit Hall is an essential part of your participation. It's your opportunity to meet with current suppliers, identify potential suppliers and bump into old friends. Visit the Exhibit Hall on Monday and Tuesday.

## Wi-Fi and Cyber Café

Stay in touch with our complimentary Wi-Fi and Cyber Café. Check email or keep up with your research and sourcing projects in between sessions or during downtime.

## Welcome Party sponsored by AdTrav

All Conference attendees are invited for an evening of fun, food, drinks and networking. Join us at SpaceQuest Bar from 5:30 pm to 7:30 pm, Sunday, May 4, 2014.

## NEW! Facility Tours

See what Las Vegas has to offer and enhance your Conference experience. Registration is limited.

## Sunday May 4, 2014

### Hoover Dam Tour

US\$80

12:30 pm – 5:00 pm

## Wednesday May 7, 2014

### Zappos Family Headquarters Tour

US\$25

2:00 pm – 4:30 pm



## ISM2014 Educational Exhibit Hall

This valuable part of your Conference experience is your chance to connect with some of your suppliers and also network with your colleagues. The ISM Educational Exhibit Hall features a cross section of industries. It's a good time to do some comparison shopping or gather information on special projects or even your routine spend. Use the casual atmosphere to probe, ask questions and see product demonstrations.

### Showcasing More Than 100 Suppliers

This year's Educational Exhibit Hall provides the latest and greatest for you. Stop by and sample state-of-the-art products and services to equip and support your supply chain. Relationship-building is a key element to any successful organization, so start right now in the Exhibit Hall. Look for special events and giveaways.

### Monday May 5, 2014

Join your colleagues for the Exhibit Hall Grand Opening and Networking Breakfast and later for the afternoon dessert reception and evening networking reception. This is your chance to connect with suppliers and colleagues.

Grand Opening and <b>Breakfast</b>	<b>8:00 am – 9:30 am</b>
Dessert <b>Reception</b>	<b>1:00 pm – 3:00 pm</b>
Networking <b>Reception</b>	<b>5:00 pm – 7:00 pm</b>

### Tuesday May 6, 2014

Participate in full day of activities, from an afternoon dessert reception to a must-attend evening networking reception. This is the last day to visit with suppliers or stop by the ISM Focus Forum.

Dessert <b>Reception</b>	<b>1:00 pm – 3:00 pm</b>
Exhibit <b>Hall Open</b>	<b>3:00 pm – 4:30 pm</b>
Networking <b>Reception</b>	<b>4:30 pm – 6:30 pm</b>

**Antitrust Statement:** It is the express policy of ISM to comply at all times with all existing laws, including the antitrust laws, and in furtherance thereof, this ISM Antitrust Policy shall apply to all activities and programs sponsored or conducted by or within ISM, including CAPS Research, and is intended to minimize the risk of the appearance of any violation of the antitrust laws.

## ISM Solutions Bar

**It's not just a booth.  
It's a destination.**

This year we're offering something different at the ISM booth in the Exhibit Hall — time. That's right. The time to focus on topics that matter to you and the place to chat with industry experts, supply chain executives and ISM staff members.

Visit the ISM booth for answers to all your questions about ISM, the supply chain profession, membership, certification, CAPS Research, ISM-ADR School for Supply Management and more.

- Seeking additional information about certification? Hit the Solutions Bar.
- Looking for the latest in ISM study materials and products? Visit the Solutions Bar.
- Want to see the latest from CAPS Research? Make your way to the Solutions Bar.
- Need to check your membership status? That's right, the Solutions Bar..

Stop in and see why the ISM Solutions Bar is the place to be in 2014.

# LearningTracks

## Learning Tracks

- Track 1** — Emerging Practitioners
- Track 2** — SupplyChain Management Fueling Growth
- Track 3** — Global Supply Chain
- Track 4** — Career Development
- Track 5** — Talent Management
- Track 6** — Business Acumen in Supply Chain
- Track 7** — Logistics
- Track 8** — Global Economic Indicators
- Track 9** — Big Data, Analytics
- Track 10** — Best Practices in Indirect Spend

Track leaders are selected based on their expertise in supply management. They have chosen their topics and speakers well and will look to you, the attendees, participate in these sessions — your input will guide us next year.

This year, we offer 10 tracks that represent key areas for organizational success. Focusing on any of these tracks will give you a competitive advantage in the global marketplace. You can attend all of the sessions in one track for a focused program, or mix and match to gain an overview of current supply management practices.



### **Track 1: Emerging Practitioners**

**Track Leader**

**Philip White**

Member, Young Professional Advisory Group

For close to a decade, Philip White has been a change agent for the profession, working with organizations such as Coupa and Nitor. White is also actively involved with the ISM Young Professional Advisory Group.



**Track Leader**

**Traci Wayner, CPSM**

Member, Young Professional Advisory Group

Traci Wayner, CPSM, is a supply chain change agent with a background of leveraging systems and people to create strategic lean business units. Wayner recently completed the Rotational Development Program at Capstone Turbine Corporation, with various leadership roles in procurement and materials management resulting in successful departmental transformations. Wayner is a University of California, Los Angeles (UCLA) alumni and is actively involved with the ISM Young Professional Advisory Group.

This track provides tomorrow's leaders and their managers with a series of interactive sessions that combine presentations with panel discussions and extended Q&A. Led by practitioners within and outside supply chain functions, these sessions offer an enterprisewide perspective on the impact of their business and career decisions.

**AA Monday, May 5, 2014**

**9:20 am – 10:20 am**

Perfect Strangers: The Unseen Benefits of Developing Mentoring Relationships

**BB Monday, May 5, 2014**

**10:40 am – 11:40 am**

From Wikis to White Papers: Brand Yourself by Effectively Leveraging Social Media and Other Resources

**CB Monday, May 5, 2014**

**3:00 pm – 4:15 pm**

All Roads Lead To...? Advancing Your Career With the Right Set of Skills

**DA Tuesday, May 6, 2014**

**9:20 am – 10:20 am**

Agents in the Matrix: Using Stakeholder Language to Source Effectively

**EF Tuesday, May 6, 2014**

**10:40 am – 11:40 am**

The Lion and the Mouse: Thriving as a Small-Business

**GC Wednesday, May 7, 2014**

**9:20 am – 10:20 am**

From Six Sigma to 10-K: How Supply Management Impacts Your Organization's Financials



### **Track 2: Supply Chain Management Fueling Growth**

**Track Leader**

**Tim Lloyd**

Director, Global Materials Platform Outsourcing, Intel Corporation

With more than 25 years of experience, Tim Lloyd leads a worldwide organization of engineering and business teams accountable for manufacturing operations, bill of materials and supplier relationship management across the spectrum of silicon foundry, packaging and assembly/test, ODM/EMS, and component selection and procurement.



**Track Leader**

**Michael Jacobson**

Supply Chain Business Development Manager, Intel Corporation

As supply chain business development manager, Michael Jacobson drives supply chain strategy for various aspects of Intel's global materials platform outsourcing team. Jacobson's primary responsibilities are in benchmarking, collaborations and licensing agreements for ultra-mobile devices within the China tech ecosystem.

Imagine that the CEO asks you to provide a strategy for how supply chain management will drive business growth. How do you prepare? Traditionally, supply chain management has been associated with tactical procurement rather than strategic sourcing. The current reality of economic uncertainty, increasing rate of innovation, and rapidly evolving industry landscape presents opportunities for supply chain professionals to add value and fuel both top- and bottom-line growth.

This track provides insight, tools and best practices to help get that seat at the table, and will focus on innovation growth through acquisition, new product development, expanding markets and preparing the supply chain for changes in business cycle.

**AB Monday, May 5, 2014**

9:20 am – 10:20 am

The Wild, Wild East ... China, Consumer Electronics and Innovator's Dilemma

**BC Monday, May 5, 2014**

10:40 am – 11:40 am

Just the Facts? Supply Chain Evaluation for Growth Through Acquisition

**CC Monday, May 5, 2014**

3:00 pm – 4:15 pm

New Product Development: Emerging Value of Supply Management's Role

**DC Tuesday, May 6, 2014**

9:20 am – 10:20 am

Growing the Bottom Line Through Supply Chain Management

**FC Tuesday, May 6, 2014**

3:00 pm – 4:15 pm

Innovation Workshop

**IA Wednesday, May 7, 2014**

12:00 pm – 1:15 pm

It's a Done Deal ... Integration and Sustaining Value for Growth Through Acquisition



### **Track 3: Global Supply Chain**

**Track Leader**

**Shawn Casemore**

Founder/President, Casemore and Company Inc.

For nearly 20 years, Shawn Casemore has been helping organizations improve their operational performance. Prior to launching his consulting practice in 2010, Casemore's experience consisted of several senior leadership roles spanning various sectors and industries.

In this track, we will uncover the strategies required to navigate and manage the increasingly complex global supply chain. Whether you are sourcing offshore or managing a global operational network, this track will provide the insights, strategies and tools to master the global supply chain.

**AC Monday, May 5, 2014**

9:20 am – 10:20 am

Fires, Floods and Fraud, Oh My! — Reducing Risk in Your Global Supply Chain

**CD Monday, May 5, 2014**

3:00 pm – 4:15 pm

How to Decide If You Should Reshore or Offshore

**DD Tuesday, May 6, 2014**

9:20 am – 10:20 am

Formulating a Global Supply Strategy

**GI Wednesday, May 7, 2014**

9:20 am – 10:20 am

Cultural Intelligence: Effective Tools for the Global Workforce



### **Track 4: Career Development**

**Track Leader**

**Beth Green**

Senior Sector Manager, Global Supply Chain Planning and

Integration,

Northrop Grumman Corporation, Aerospace Systems Sector

Beth Green is responsible for managing global supply chain (GSC) administration, project management and implementing risk and opportunity management (RSKOM) processes for Northrop Grumman. She has held leadership positions at the corporate office and sector GSC organizations. Green has worked on multiple development and production programs, both international and domestic.

Career development may be accomplished in many forms. This track will share insights into formal programs and initiatives identified as best practices in industry and academia, and informal on-the-job experience. To be successful, every organization must focus on the people aspect of business: recruiting talent, labor shortages, training requirements and succession planning, to name a few vital areas. Use this track to discover trends in talent management and how you may be most effective in your continued development.

**AD Monday, May 5, 2014**

9:20 am – 10:20 am

The Personal Development Plan: A Foundation for Career Growth

**BE Monday, May 5, 2014**

10:40 am – 11:40 am

Making Talent Management Initiatives Stick

**CE Monday, May 5, 2014**

3:00 pm – 4:15 pm

Career Development: The Focus is You!

**DF Tuesday, May 6, 2014**

9:20 am – 10:20 am

The CPO's Advantage: Effective Talent Management Strategies

**DI Tuesday, May 6, 2014**

9:20 am – 10:20 am

The Future: Creating Professional Intelligence Now to Ensure Long-Range Success

**GD Wednesday, May 7, 2014**

9:20 am – 10:20 am

Developing Talent Is Harder Than It Appears — A Focus on Non-traditional Skills



### **Track 5: Talent Management**

**Track Leader**

**Lara Nichols**

Global Business and Technology Executive, Transformation

Management, Business Growth Strategies, Shared Services and Extended Enterprise Development

Nichols is a results-driven business executive with a strong background in leadership development, business process engineering, program design, change management, global service delivery, enterprise-level outsourcing and offshoring, supplier and risk management, merger and divestiture strategies, and asset management. She has held key executive leadership and pivotal organizational transformation roles that have contributed significant value and ROI to multibillion-dollar organizations of Global Fortune 200 companies.

# LearningTracks

According to the Gallup organization, 70 million workers in the U.S. describe themselves as “disengaged”, a record high. What is the cause? In part, accelerating workplace change. How are you coping with seismic shifts in employee expectations, effective management, technology and social media, generation gaps, global workforces and elusive success factors? Follow the talent management track to delve into these topics and gain practical insights into your value at work, as a manager, employee and valued contributor to company success.

**AE Monday, May 5, 2014**

9:20 am – 10:20 am

Help for Starving Professionals

**BF Monday, May 5, 2014**

10:40 am – 11:40 am

The Elusive Creature Known as the ‘High-Performing Organization’

**CF Monday, May 5, 2014**

3:00 pm – 4:15 pm

Reflections From the Top — This Is Success

**DG Tuesday, May 6, 2014**

9:20 am – 10:20 am

The Virtual Team: How to Engage, Optimize and Inspire From Afar

**EH Tuesday, May 6, 2014**

10:40 am – 11:40 am

University Partnerships — Get More Than You Give



## **Track 6: Business Acumen in Supply Chain**

**Track Leader**

**G. Sean Williams**

Managing Director and Senior Business Adviser, SMS Advisors  
G. Sean Williams, managing director and senior business adviser for SMS Advisors, is a trained Fortune 500 business project manager, experienced international business-to-business negotiator, small business start-up specialist and entrepreneur. After earning his degree from Michigan State University, Williams earned his Certified Purchasing Manager (C.P.M.) designation and was SCOR-P trained for corporate project management oversight through the Supply Chain Counsel.

As supply chain leaders and practitioners, we face many challenging decisions, which directly or indirectly play a role within our organizations, supplier marketplace and/or regional economic development plans. This track explores the thoughts, planning and decisions we make when driving projects with corporate, industry, or economy-wide implications.

**AF Monday, May 5, 2014**

9:20 am – 10:20 am

Boardroom Financials: Translating the Supply Chain Results

**BG Monday, May 5, 2014**

10:40 am – 11:40 am

Secrets of the C-Suite: What They Didn't Tell Me

**CG Monday, May 5, 2014**

3:00 pm – 4:15 pm

Current Events: A Supply Chain Point of View

**DH Tuesday, May 6, 2014**

9:20 am – 10:20 am

Changing Paradigms: A Global Integrated Facilities Management Execution

**EI Tuesday, May 6, 2014**

10:40 am – 11:40 am

Transformational Leadership: When Sourcing Has ‘the D’ (Final Supplier Selection Decision)

**GF Wednesday, May 7, 2014**

9:20 am – 10:20 am

Merging Lanes Pre - and Post- Merger



## **Track 7: Logistics**

**Track Leader**

**Michael Zimmerman**

Vice President, A.T. Kearney Procurement & Analytic Solutions

Michael Zimmerman is a vice president with A.T. Kearney Procurement & Analytic Solutions, with more than 20 years of experience leading global organizations. He has worked with clients in industries ranging from consumer products, shipping and chemicals to manufacturing, retail and healthcare. Zimmerman's focus over the last decade has been in helping corporate logistics teams adopt best procurement practices.

The track features senior logistics professionals presenting their approaches to saving money in logistics while also getting improvements in service and safety levels at acceptable levels of investment (people, systems, commitments). Topics such as sustainability, freight management and total cost management are woven into the materials presented.

**BH Monday, May 5, 2014**

10:40 am – 11:40 am

Global Logistics Sourcing — Simplified

**EJ Tuesday, May 6, 2014**

10:40 am – 11:40 am

Sourcing Refrigerated Transport for a Time-Critical Network

**HI Wednesday, May 7, 2014**

10:40 am – 11:40 am

Global Ocean Freight Sourcing

**IH Wednesday, May 7, 2014**

12:00 pm – 1:15 pm

Bringing out the Best in your Suppliers with your Next Transportation Services Procurement Event



## **Track 8: Global Economic Indicators**

**Track Leader**

**Norbert Ore, CPSM, C.P.M.**

Principal, Norbert J. Ore

Norbert Ore, CPSM, C.P.M., has extensive experience as a supply chain leader in Fortune 500 companies. He has served companies in consumer products, paper, packaging, building materials and construction. His mission in each instance has been the transformation of the business through process improvement and cost management.



**Track Leader**

**Vijay Kasi, Ph.D., CPSM**

Consultant, A.T. Kearney

Vijay Kasi, Ph.D., CPSM is a consultant with A.T. Kearney, supporting Fortune 500 clients' supply chain and supply management challenges. Before joining A.T. Kearney, Kasi was a sourcing manager in direct materials for Georgia-Pacific, LLC.

This track will broaden your perspective on global economic indicators and their impact on supply chains through best practices and strategies of leading companies. Sessions include key concepts such as global demand influences, industry capacity, industrial production, public policy and related economic factors that affect the profession going forward.

**AH Monday, May 5, 2014**

9:20 am – 10:20 am

Shifts in Population and the Impact on Global Supply Chains

**BI Monday, May 5, 2014**

10:40 am – 11:40 am

The Impact of Regulatory Issues on the Future of Supply Management

**CH Monday, May 5, 2014**

3:00 pm – 4:15 pm

Using Macroeconomic Indicators to Drive Procurement Decision-Making

**EC Tuesday, May 6, 2014**

10:40 am – 11:40 am

Leading Practices in Managing Commodity Risk

**FD Tuesday, May 6, 2014**

3:00 pm – 4:15 pm

Workforce Development — Building Your Supply Chain's Skills for Growth



**Track 9: Big Data, Analytics**

**Track Leader**

**James Ezell**

Vice President, Performance Food Group, Inc.

James Ezell has more than 15 years of finance and supply chain experience, involving domestic and international scope for a broad range of manufacturing and distribution businesses. As vice president of finance for Performance Food Group Inc. (PFG) and CFO, Performance Foodservice — Virginia, Ezell has responsibility for financial and IT leadership, performance management and driving execution of the company's aggressive growth strategy.

The big data revolution has more and more companies looking to turn data into competitive intelligence, but what does it really mean, and why should supply chain professionals care? This track presents success stories from practitioners that use data and analytics to make better business decisions, gain greater visibility, identify vulnerabilities and other critical performance areas.

**AI Monday, May 5, 2014**

9:20 am – 10:20 am

Predictive Risk Modeling

**BJ Monday, May 5, 2014**

10:40 am – 11:40 am

Spend Analysis Meets Big Data: A Checklist for New Procurement Analytics

**CI Monday, May 5, 2014**

3:00 pm – 4:15 pm

Turning Data Into a Business Advantage

**ED Tuesday, May 6, 2014**

10:40 am – 11:40 am

What Are the Big Data, Analytics Applications?

**GE Wednesday, May 7, 2014**

9:20 am – 10:20 am

Sourcing and Spend Analytics: Maximize Impact, Influence and Effectiveness

**HB Wednesday, May 7, 2014**

10:40 am – 11:40 am

Big Data ... Safe Data



**Track 10: Best Practices in Indirect Spend**

**Track Leader**

**John Willi, C.P.M., A.P.P., CPCM, CMRP**

Vice President of Supply Chain Management,  
NYU Langone Medical Center

John Willi, C.P.M., A.P.P., CPCM, CMRP, is a supply chain management executive with more than 20 years of broad-based industry experience as well as a recognized thought-leader, a frequent contributor to research papers and publications, and a much-sought-after speaker to national and local audiences.

Gain insights into increased stakeholder engagement, how to develop a strategic organization and road maps on how to transform your organization into best-in-class. This track includes speakers from a variety of industries who will share their tool kits for achieving success in indirect spend categories such as professional services, information technology, facilities management, print, marketing, packaging, benefits and legal.

**AJ Monday, May 5, 2014**

9:20 am – 10:20 am

Using Social Media in Indirect Spend

**EE Tuesday, May 6, 2014**

10:40 am – 11:40 am

Building a Strategic Sourcing House

**GG Wednesday, May 7, 2014**

9:20 am – 10:20 am

The Indirect Procurement Journey

**GJ Wednesday, May 7, 2014**

9:20 am – 10:20 am

Purchasing IT Hardware, Software, and Services

**IB Wednesday, May 7, 2014**

12:00 pm – 1:15 pm

Taking Indirect Procurement to the Next Level

**Thank You to Our Track Leaders**

The ISM Conference Leadership Committee meets several times each year to plan the Conference. The committee conducts a strategy session to identify tracks and appoint track leaders. Each track leader takes the responsibility to identify session topics and speakers. ISM thanks each track Leader for his or her generosity of time and leadership to ensure each track delivers current content from industry leaders and practitioners.



# ConferenceSessions

## Sunday May 4, 2014

Navigating and Networking  
ISM2014 Session ZA 2:30 pm – 3:45 pm

Welcome Party 5:30 pm – 7:30 pm

### Sunday, May 4, 2014 2:30 pm — 3:45 pm Navigating and Networking ISM2014

Session **ZA**

Who you meet is just as important as what you learn. Discover how to make contact with your colleagues and develop relationships that help you excel at your job. This session also explores ISM2014 beyond networking and sessions — special events, bonus information and added value. This session is recommended for first-time Conference attendees, but will benefit all.

**Sharon L. Hauht, CPSM, C.P.M.**

Manager, Purchasing & Contracts,

Regional Transportation Commission of Southern Nevada

## Monday May 5, 2014

Grand Opening and Continental  
Breakfast (Exhibit Hall) 8:00 am – 9:30 am

Mega Sessions 9:00 am – 11:45 am

*Preregistration required for these sessions.*

**NEG Loose Lips Sink Companies and Your Negotiations!  
(How to Stop Back-Door Selling)**

**FIN1 Assessing Financial Health: The Key Concepts and  
Measures**

Conference Sessions A 9:20 am – 10:20 am

Conference Sessions B 10:40 am – 11:40 am



**Keynote Address/Luncheon 12:00 pm – 1:30 pm**  
Featuring  
**T. Boone Pickens**  
Oil and Gas Entrepreneur

Dessert Served in Exhibit Hall 1:00 pm – 3:00 pm

Mega Sessions 2:30 pm – 5:00 pm

*Preregistration required for these sessions.*

**LEAD Leadership: Challenge, Inspire, Empower**

**FIN2 Finance From the CPO perspective**

Conference Sessions C 3:00 pm – 4:15 pm

Exhibit Hall Reception 5:00 pm – 7:00 pm

### Monday, May 5, 2014 9:00 am — 11:45 am

**Mega Session**

#### **Loose Lips Sink Companies and Your Negotiations! (How to Stop Back-Door Selling)**

Session **NEG**

Most people are aware of how information given away carelessly or unknowingly during WWII helped the enemy sink ships. However, most people are not aware that in today's world, information given away carelessly or unknowingly can sink companies — by destroying their negotiating leverage, profits and intellectual properties. Unless organizations deal with giving away vital information via back-door selling — negotiations may be over before they start. This session identifies specific back door questions suppliers are taught to ask and provides insight into responses that protect your organization's negotiating leverage and proprietary information.

**Robert M. Benedict**

President/CEO, Benedict Negotiating Seminars Inc.

## Mega Session

### Assessing Financial Health: The Key Concepts and Measures

#### Session **FIN1**

You are required to intimately understand your company's suppliers, and one key element of that understanding is their financial health. Learn how to read and understand key financial reports so you can confidently find and analyze critical information about your suppliers. Be prepared for a lively, engaging and, yes, fun session about finance.

**Joe Knight, MBA**

Owner, Business Literacy Institute and FinanceDog

**Monday, May 5, 2014** 9:20 am — 10:20 am

Track: Emerging Practitioners

### Perfect Strangers: The Unseen Benefits of Developing Mentoring Relationships

#### Session **AA**

Statistics consistently show that most mentoring relationships occur along similar gender and racial lines. This session presents the many benefits to both mentor and mentee of developing relationships with those who are different from you. The panel features leaders whose careers have been shaped by the mentoring they provided or received. Panelists provide you with real examples and recommendations for bridging perceived gaps and then building a foundation.

**Eric Williams, MBA, C.P.M.**

Associate Director, Howard University Center for Excellence in Supply Chain Management; and Managing Partner, Stone Williams Group

**Dr. Helen Eckmann, Ed.D., MA, PPL**

Assistant Professor, Brandman University

**Rad Dockery**

Partnership and Alliance Manager, Canada Post; and Business Development and Social Responsibility Consultant, Higher Eye Consulting

Track: Supply Chain Management Fueling Growth

### The Wild, Wild East ... China, Consumer Electronics, and the Innovator's Dilemma

#### Session **AB**

In this session we will examine how disruptive and incremental innovation contributed to the rise of the china tech ecosystem. In this context, we will highlight some of the considerations for entering emerging markets including regulatory, cultural and logistical issues. We will also explore how and why risk management is a key consideration in new markets, and how supply management leadership can add to brand value and market penetration.

**Michael L. Jacobson**

Strategic Business Development Manager, Intel Corporation

Track: Global Supply Chain

### Fires, Floods and Fraud, Oh My! — Reducing Risk in Your Global Supply Chain

#### Session **AC**

Are you, your customers and your supplier partners vulnerable to supply chain disruptions? Are you prepared for risks to your global supply chain? Learn the six ways to reduce global supply chain risk, as well as how to increase your security against a suspension of operations, assure your survival if a partner goes down, reduce your customers' risk, take proactive measures against supply chain interruption and achieve risk reduction without adding suppliers.

**Rick Pay**

Principal, The R. Pay Company

Track: Career Development

### Your Personal Development Plan: A Foundation for Career Growth

#### Session **AD**

We all hold primary accountability for our own career development. As managers and mentors, we also have a responsibility to help those around us with their own career development. A thoughtful and documented personal development plan is a critical tool — and strategy — for driving career development. This session provides employees, managers and mentors with guidance on building and leveraging such a plan.

**Jami Bliss, CPSM, C.P.M.**

Procurement Director, ConAgra Foods

**Jill Bossi, C.P.M.**

Vice President and Chief Procurement Officer, American Red Cross

Track: Talent Management

### Help for Starving Professionals

#### Session **AE**

What causes great careers to stall? This session explores circumstances in which excellent isn't good enough, employee engagement falls as a result of unmet expectations and you're left hungry for more. Learn what influence your industry has on your career, and about ambitions versus capabilities, cultural compatibility and the importance of timing in your career.

**Jeff Scott**

Vice President, Business and Technology Strategy, Accelare

Track: Business Acumen in Supply Chain

### Boardroom Financials: Translating the Supply Chain Results

#### Session **AF**

Cash flow, working capital, cash-to-cash, return on assets and investment recovery are the topics of financial C-suite conversations. But how should you, the practitioner, articulate your own value? This session offers some solid suggestions.

**Dwight Jones**

Global Vice President of Finance, MeadWestvaco

**Craig Reed, CPSM**

Former Senior Vice President, Supply Chain Management, Eaton Corporation

# ConferenceSessions

## Supplier Diversity: What's In It for Me and My Company?

Session **AG**

Whether you're a seasoned supply chain manager or an emerging practitioner, a growing specialization which offers unique professional opportunities and competitive advantage has emerged called Supplier Diversity. Discover the history, evolution and global significance of supplier diversity, which promotes fair and equitable opportunities for diverse suppliers to compete for business in your organization's supply chain. Attend this session to explore ways you can have an economic impact among diverse segments and positively contribute to your company's bottom line.

**Brenda Smith, CPSM, CPSD**

Founder and Chief Executive Officer, BRSmith, Inc.

Rainey Alben

Director of Diversity, Institute for Supply Management

Track: Global Economic Indicators

## Shifts in Population and the Impact on Global Supply Chains

Session **AH**

Supply management practitioners increasingly need an awareness of macroeconomic issues and their potential impact on supply chains. This session features a noted policy expert who provides you with his analysis of global strategic trends and their effects on governance structures in societies around the world.

**Erik R. Peterson**

GBPC Managing Director, A.T. Kearney

Track: Big Data, Analytics

## Predictive Risk Modeling

Session **AI**

Predictive modeling is used to increase efficiency, aid in long-term planning and minimize risk in nearly every industry. While the process can be complex, the benefits can far outweigh any initial difficulties. See how global giant Deere & Company puts this science to work.

**Robert Smola**

Manager, Supply Chain Risk, Deere & Company

Track: Best Practices in Indirect Spend

## Using Social Media in Indirect Spend

Session **AJ**

Some of us have thousands of suppliers in our supply chains. Do you find it difficult to communicate, track interactions or even keep contact information up-to-date with all of them? So did we! This session focuses on what Intermountain Healthcare is doing and what you can do to improve communication with and management of your indirect suppliers to help drive additional value for your organization by using social media. You also learn about legal aspects of liability and controlling your social traffic content.

**Joe Walsh**

AVP, Procurement, Intermountain Healthcare

**Curtis McEntire**

President and Founder, Mazree

## Successfully Negotiating using Travel Program KPIs

Session **AK**

How are you measuring and communicating the success of your travel program? This session will present a standard set of procurement KPIs applied to travel, the second largest controllable expense in most corporations. Analyzing Big Data in the travel environment can be a challenge and difficult in application of the KPIs.

**Bruce Finch**

Director, Global Travel and Workplace Sustainability Programs, Autodesk

**Robert Reynolds**

Chief Financial Officer, Chief Information Officer, ADTRAV

## X-Ray Your Suppliers

Session **AL**

Look inside your suppliers to determine their financial health and well-being. Are they likely to suffer financial default in the near term? Are they manipulating their earnings? This session includes demonstrations of the Altman Z-Score Calculator and Beneish M-Score, models that can be used to decide what questions you need answered, and what critical decisions need to be made.

**Daniel Feiman, MBA, CMC®**

Managing Director, Build it Backwards

**Monday, May 5, 2014** 10:40 am — 11:40 am

## The Search for Excellence in Procurement Stakeholder Relationship Management

Session **BA**

Learn how Google's supplier sourcing team has been maturing from an RFP shop to a trusted business partner and adviser. This shift also includes a focus on mapping stakeholder attributes, reviewing customer satisfaction with "platinum" stakeholders and aligning with Google's strategic objectives while maintaining value for the company.

**Bernd Huber, Ph.D.**

Manager, Sourcing Center of Excellence, Google Germany

**David Natoff**

Manager, Procure to Pay, Google

Track: Emerging Practitioners

## From Wikis to White Papers: Brand Yourself by Leveraging Social Media and Other Resources

Session **BB**

With the rise of social media, having a polished résumé and solid experience are no longer enough for developing a strong personal brand and successful career. This session directs you toward online resources for honing your craft in the age of social media, and shares strategies for selectively positioning yourself online as a supply chain management thought-leader. The panel features social media experts from supply chain and beyond who share their strategies for developing influence and a following that spans the globe. You also receive a short list of today's top sites, blogs and certifications to pursue.

**Kim Cullen**

Director of Marketing, SourceSuite E-Procurement Solutions and Bidnet

**Dr. Helen Eckmann, Ed.D., MA, PPL**

Assistant Professor, Brandman University

**Sheena Moore, MA**

Director, Client Engagement, Spend Matters



Track: Supply Management Fueling Growth

### **Just the Facts? Supply Chain Evaluation for Growth Through Acquisition**

Session **BC**

Acquisition can be a powerful tool to grow your revenue and complement existing product lines or geographic market presence. However, to fully understand and quantify the value of a target's supply chain, you need a seat at the table on the deal team. In this session, you focus on the role of supply chain and operations managers in the acquisition process, as well as the supply chain aspects of the identification and due diligence phases.

**Daron Riebe**

Procurement Vice President, Catalent Pharma Solutions

### **Performance-Based Statements of Work (SOWs): Maximize Supplier Performance**

Session **BD**

This application-based session provides both strategic and practical insight into the preparation of effective performance-based statements of work (SOWs) that result in successful contracts. Discussion includes specific tools and techniques, case debriefings, Q&A and exploration of typical mistakes. Gain hands-on experience in writing effective performance-based specifications using actual case studies.

**Merle Roberts, CPSM, C.P.M., A.P.P.**

Principal, Perpetual Frontiers

Track: Career Development

### **Making Talent Management Initiatives Stick**

Session **BE**

Organizations know that they must have the best talent to succeed in the hypercompetitive and increasingly complex global economy. In this session, learn the importance of hiring, developing and retaining talented people. Many organizations are aware that they must manage talent as a critical resource to achieve the best possible results. Hear from NGC and how they have leveraged ISM's Corporate Program to develop their top talent.

**Michael Forbes, CPSM, MCIPS**

Corporate Director, Supply Chain, Northrop Grumman Corporation

**Elizabeth J. Green, CPSM, PMI-RMP**

Senior Sector Manager, Global Supply Chain Planning and Integration, Northrop Grumman Corporation

**Ron Pence, CPSM, C.P.M.**

Director, Supply Chain, Northrop Grumman Corporation

Track: Talent Management

### **The Elusive Creature Known as the 'High-Performing Organization'**

Session **BF**

Everyone talks about it — and there are claims of glimpses of it — but has anyone truly experienced a high-performing organization? Join this session for a bold look into the existence of the true "HPO": what it looks like, how to build it and what it takes to keep it going.

**Charlie Colón, MBA**

Global Channel Leader, Gallup

Track: Business Acumen in Supply Chain

### **Secrets of the C-Suite: What They Didn't Tell Me**

Session **BG**

This exclusive one-on-one, living-room-style sitting interview with Dave Nelson covers more than 40 years of industry stories, focusing on a look inside the relationship between the CPO and the rest of the C-suite.

**R. David Nelson, C.P.M., A.P.P.**

Chair, Dave Nelson Group Inc.

Track: Logistics

### **Global Logistics Sourcing — Simplified**

Session **BH**

Today, many organizations are challenged to streamline their sourcing and logistics management processes to maximize efficiencies, customer satisfaction and profit margins. Learn about leveraging logistics to support profitable growth. You will also learn about maintaining and improving supplier relationships through collaboration while also preserving partnerships with global transportation service providers.

**Mark R. Chadwick**

Global Transportation Manager, GE Corporate

Track: Global Economic Indicators

### **The Impact of Regulatory Issues on the Future of Supply Management**

Session **BI**

In this session, you'll explore the challenges companies face in meeting ever-increasing regulatory requirements, and the impact of those changes on the supply chain. Is it enough for companies to focus on their own compliance, or should they also look at the sustainability of key suppliers?

**Jennifer Diggins**

Director, Public Affairs, Nucor Corporation

**Collis Jones**

Director, Congressional Affairs, John Deere

Track: Big Data, Analytics

### **Spend Analysis Meets Big Data: A Checklist for New Procurement Analytics**

Session **BJ**

Procurement analytics is changing fast, even beyond the evolving world of business intelligence and data cleansing, classification and enrichment. This session gives you a checklist to keep up with and apply new capabilities and approaches to spend analysis and big data, and then take it back to your own company. The session begins with a list of the building blocks of the new procurement analytics environment, and focuses on delivering pragmatic examples and case studies.

**Jason Busch**

Managing Director, Azul Partners

# ConferenceSessions

**Monday, May 5, 2014** 2:30 pm — 5:00 pm

## Mega Session

### Leadership: Challenge, Inspire, Empower

Session **LEAD**

Supply chain organizations are filled with experts with great ideas and years of impressive experience. However, many fail to make a positive impact on their peers, their company or the industry. Why? Attend this session and explore leadership charisma, leadership style, practical leadership techniques and ways to motivate others.

**Debra Benton**

President, Benton Management Resources

## Mega Session

### Finance From the CPO Perspective

Session **FIN2**

In this interactive session, conduct an analysis of financial statements from two public companies. In the process, learn where to find the information, how to calculate and derive the meaning of key ratios, and how to put it all together to tell each company's story.

**Joe Knight, MBA**

Owner, Business Literacy Institute and FinanceDog

**Monday, May 5, 2014** 3:00 pm – 4:15 pm

### Choosing Your Winning Hand: Identifying the Best Levers to Drive Total Value of Ownership Through Your Procurement Initiatives

Session **CA**

This hands-on session will guide you through the process of considering and identifying the total value of ownership that can be driven through procurement initiatives by leveraging a deck of playing cards specifically designed for the procurement professional. "The Winning Hand" is a collection of 48 sourcing and procurement strategies, set within a deck of playing cards, that can be considered when pursuing a procurement initiative. The session will introduce the concepts of total value of ownership and then guide you in applying the tools of the Accenture "Winning Hand" to an example initiative.

**Meghan Truchan, CPSM**

Manager Operations, Accenture

**Jonathan Lively**

Senior Manager, Accenture

Track: Emerging Practitioners

### All Roads Lead To ... ? Advancing Your Career With the Right Set of Skills

Session **CB**

Beyond rotational programs, gaining experience across multiple supply chain functions can be difficult. This session provides you with the skills supply chain management professionals need when transitioning from or to a logistics, operations, procurement or other specialty position. The panel features leaders who have changed disciplines within and outside of supply chain during their careers, who speak from their personal experiences.

**Gary Stoddard**

Partner, Nitor Partners

**Andrew Bartolini**

Managing Partner and Chief Research Officer, Ardent Partners

**Anthony Humphrey, CPSM**

Director, Global Talent Acquisition, MeadWestvaco

Track: Supply Chain Management Fueling Growth

### New Product Development: Emerging Value of Supply Management's Role

Session **CC**

Supply management is sometimes thought of as an execution or support organization instead of a value-added partner to business development or product development. We all need to find new and better ways to demonstrate supply management's value. Giving supply management access to supplier markets and capabilities can bring value (such as time to market, innovation or cost savings) to the organization. In this session, you'll discuss ways to create a pipeline of supplier and market information to foster greater engagement and collaboration.

**Chris Richard**

Partner, A.T. Kearney

Track: Global Supply Chain

### How to Decide If You Should Reshore or Offshore

Session **CD**

Approximately 80,000 manufacturing jobs have been reshored by about 250 OEMs and thousands of their suppliers since the manufacturing employment low of January 2010. The Reshoring Initiative documents this trend (what, where, why and how much) and provides you with tools for comparing the economics of offshoring with reshoring. Learn how and why to use the free Reshoring Initiative tools, including a TCO estimator for sourcing decisions and selling versus offshore competitors, case studies to gain free publicity about your successes, and a library of customers and competitors that are also reshoring.

**Harry Moser**

Founder and President, Reshoring Initiative

Track: Career Development

### **Career Development: The Focus Is You**

Session **CE**

By developing a career plan, you can focus on what you want to do and how to get there. Hear how these practitioners have set their own career development plans in motion, what resources they use for continued development and what lessons they've learned in the pursuit of professional and personal success.

**Moderator:**

**Syreeta Adkins, CPIM**

Principal Consultant, BrightShare Consulting, LLC.

**Panelists:**

**Stephanie Bedard**

Global Operations Leadership GOLD Associate, Johnson & Johnson

**Timothy R. Fiore, CPSM, C.P.M., MCIPS**

Senior Vice President, Supply Management, Chief Procurement Officer, ThyssenKrupp North America, Inc.

**Tania Santiago – Mirabal**

Indirect Sourcing Manager, Pfizer Inc

**Susan Vrazek, C.P.M.**

Sr. Corporate Manager, Supply Chain, Northrop Grumman Corporation

Track: Talent Management

### **Reflections From the Top — This Is Success**

Session **CF**

Join our roving reporter for an in-depth look at success from those who have obtained it. Interviews with multiple distinguished C-suite professionals provide you with an intimate look at how they view their success and what insights they can pass along to you. Not surprisingly, some key themes emerge as vital to achieving your ambitions. Find out what they are in this dynamic and interactive session.

**Jo Hunt**

Implementation Consultant, Wells Fargo

Track: Business Acumen in Supply Management

### **Current Events: A Supply Chain Point of View**

Session **CG**

This highly interactive and informative session takes current events and presents them in such a way that you understand supply chain's perspective, impact and implications. Discussion topics will range from Syria and Russia's global trade to Amazon's same-day delivery pursuits.

Track: Global Economic Indicators

### **Using Macroeconomic Indicators to Drive Procurement Decision-Making**

Session **CH**

This session examines a broad range of economic drivers of today's global metals markets, giving you a framework for specific scenarios and how they will likely impact global metals markets. Prepare to review a case study of a manufacturing company and learn how that company codifies and systematically analyzes a range of internal and external economic indicators to drive sales, demand planning and forecasting, and strategic decision-making. Finally, we'll discuss leading versus lagging indicators as well as methods of conducting underlying commodity forecasting.

**Lisa Reisman**

Co-Founder and Executive Editor, Metalminer

### **Intel's Journey to Conflict Free Microprocessors**

Session **CL**

Intel was one of the first companies to address the issue of conflict minerals in its supply chain and we have worked diligently for the past five years to create and implement the systems and processes to establish conflict free sourcing of tantalum, tin, tungsten and gold in our products. This session provides an overview of Intel's journey to DRC conflict free microprocessors.

**Bryan Fiereck**

Conflict Minerals Program Manager, Intel Corporation

Track: Big Data, Analytics

### **Turning Data Into a Business Advantage Through Optimization**

Session **CI**

Turning data into a business advantage through optimization is the goal of most organizations. For UPS, process re-engineering, data management and advanced analytics are core to performance improvement. In this session, UPS' Jack Levis shares his experiences with and best practices for competing with analytics, requiring organizational support in the form of data, tools and commitment from senior management.

**Jack Levis**

Senior Director of Process Management, UPS

### **The Secrets to 'All Talent, No Risk' Social Sourcing and Selection**

Session **CJ**

This session offers a look at workforce management systems and strategies, and opportunities to integrate tools designed to manage the total workforce. Topics include vendor management systems (VMS), the e-procurement solution for your non-employee workforce, the evolution of big data analytics and forecasting, milestones and budget controls for project management, effectively leveraging social network recruiting — and what your VMS could and should be doing for you.

**Tracy White**

Director, Business Development, DCR

# ConferenceSessions

## Strategic Supplier Relationship Management- Moving Beyond the Tactica

Session **CK**

Supplier relationship management (SRM) is not static but evolves as relationships mature. This evolution is overlooked by organizations who continue to base results on traditional measures. Realizing strategic benefits and driving innovation into SRM requires movement to forward looking measures that one organization has successfully implemented as its SRM matured. In this session, you will be exposed to innovative strategic KPI's that focus on strategic goals, learn how mapping of relationships provides a better understanding of the buyer/seller interchange, and develop an appreciation of how to effectively manage the growth and maturity of SRM programs.

**Larry C. Giunipero, Ph.D., CPSM, CPSD, C.PM**

Professor of Supply Chain Management, Florida State University

**Christopher J. Silva, C.P.M., CPSM, CPIM**

Associate Director, Strategic Procurement, Alkermes, PLC

## Intel's Journey to Conflict Free Microprocessors

Session **CL**

Intel was one of the first companies to address the issue of conflict minerals in its supply chain and we have worked diligently for the past five years to create and implement the systems and processes to establish conflict free sourcing of tantalum, tin, tungsten and gold in our products. This session provides an overview of Intel's journey to DRC conflict free microprocessors.

**Bryan Fiereck**

Conflict Minerals Program Manager, Intel Corporation

## Tuesday May 6, 2014

Business Survey Presentation and Continental Breakfast 8:00 am – 9:30 am



Featuring  
**Mark M. Zandi**  
Chief Economist,  
Moody's Analytics



**Bradley J. Holcomb, CPSM, CPSD**  
Chair, ISM Manufacturing Business  
Survey Committee



**Anthony S. Nieves, C.P.M., CFPM**  
Chair, ISM Non-Manufacturing Business  
Survey Committee

Mega Sessions 9:00 am – 11:45 am

*Preregistration required for these sessions.*

**COM Conflict Minerals**

Conference Sessions D 9:20 am – 10:20 am

Conference Sessions E 10:40 am – 11:40 am

J. Shipman Award Luncheon 12:00 pm – 1:30 pm

Dessert Served in Exhibit Hall 1:00 pm – 3:00 pm

Mega Sessions 2:30 pm – 5:00 pm

*Preregistration required for these sessions.*

**CON1 Contracting for Services**

**SEG Supplier Segmentation**

Conference Sessions F 3:00 pm – 4:15 pm

Networking Reception 4:30 pm – 6:30 pm

**Tuesday, May 6, 2014** 9:00 am — 11:45 am

**Mega Session**

**Conflict Minerals**

Session **COM**

The U.S. Securities and Exchange Commission has adopted the “Conflict Minerals Rule.” Conflict minerals are derived to produce tin, tantalum, tungsten and gold, also known as 3TG, and may be necessary for the functionality or production of products manufactured by you or your suppliers. This session provides an overview of the Conflict Minerals Rule and insight into what companies should consider for this year and beyond.

**Moderator:**

**Rose Kelly-Falls, MSM CPSM**

SVP Supply Chain Risk, Rapid Ratings, International

**Panelists:**

**Jay Celorie, MCE**

Global Program Manager, HP

**Michael Littenberg, J.D.**

Partner, Schulte Roth and Zabel

**Patricia Jurewicz, MBA**

Director, Responsible Sourcing Network

**Jay Celorie, MCE**

Global Program Manager, HP

**Michael Littenberg, J.D.**

Partner, Schulte Roth and Zabel

**Patricia Jurewicz, MBA**

Director, Responsible Sourcing Network

**Tuesday, May 6, 2014** 9:20 am — 10:20 am

Track: Emerging Practitioners

**Agents in the Matrix: Using Stakeholder Language to Source Effectively**

Session **DA**

This session discusses the importance of the value proposition of those who work outside supply chain at your company, and how building relationships with them makes you more effective throughout your career and helps improve supply chain's reputation. The panelists share their experiences and advice.

**Douglas K. Truchan, CPSM**

Manager, Advisory Operations, PricewaterhouseCoopers

**Christie Sturges**

Sourcing Manager, Ann, Inc.

**Rad Dockery**

Partnership and Alliance Manager, Canada Post; and Business Development and Social Responsibility Consultant, Higher Eye Consulting

**Award Winner Session**

**Winner of Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management**

Session **DB**

Session presented by one of the winners of the Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management. Each winning team presents a session to outline and share its winning strategies. Winners will be announced in the April issue of *Inside Supply Management*®, and the *Conference Navigator* will list specific session information.

Track: Supply Chain Management Fueling Growth

**Growing the Bottom Line Through Supply Chain Management**

Session **DC**

Your supply chain is the lifeblood of your products and can have a direct impact on expense control and revenue growth. The improper management of your sub-suppliers can make or break a company. This doesn't mean that you should just beat on your suppliers for lower prices. Having an effective quality management system can differentiate you from your competitors. Hear from an experienced professional and learn what basic essentials are necessary for invoking growth in the area of risk management.

**Jim Mulready**

Vice President, Global Quality Assurance JSR Micro Inc.

Track: Global Supply Chain

**Formulating a Global Supply Strategy**

Session **DD**

Supporting and capitalizing on emerging economies requires that we think differently about how we formulate, integrate and manage a global supply chain. Our strategy must consider critical distinctions including cultures, currencies and distribution to ensure that organizational objectives are achieved. In this session, learn how to formulate and structure your global supply chain strategy for optimum performance and increased customer value.

**Shawn Casemore, C.P.M.**

Founder/President, Casemore and Company Inc.

**Global Travel Procurement - Is it time?**

Session **DE**

This session will provide you the building blocks to analyze your companies travel program to prepare for globally sourcing travel from capturing spend to executing global agreements. You will walk away with tools to use in preparing a business case to execute a seven step sourcing process that will analyze your companies readiness for a successful global travel program including travel management company, travel policies, airline, car rental, hotel and online booking tools.

**Barbara Holcomb, C.P.M.**

Global Procurement Lead, Ingredion Inc.

**Pam McTeer, C.P.M., CPC, CTE, GTP**

Director Global General Procurement and Marketing, Coca Cola

Track: Career Development

**The CPO's Advantage: Effective Talent Management Strategies**

Session **DF**

CPOs can gain considerable marketplace advantage by having the best available talent onboard. However, talent management must cascade through all levels of the supply organization. This session delves into the CPO's talent management vision and what's most important, allowing time for questions and answers.

**Deborah Beavin, MBA, C.P.M., Six Sigma Master Black Belt**

Chief Procurement Officer, Humana Inc.

# ConferenceSessions

Track: Talent Management

## **The Virtual Team: How to Engage, Optimize and Inspire From Afar**

Session **DG**

No matter the size of your team, chances are you routinely work with people at sites that are far from your own. This session explores the benefits and drawbacks of virtual teams, demonstrates tools that add real value to remote collaboration and introduces strategies to ensure gains in productivity beyond physical or cultural boundaries.

**Paul Sheridan**

Vice President, Eclaro International

**Tom Sheridan**

Senior Vice President, Eclaro International

Track: Business Acumen in Supply Chain

## **Changing Paradigms: A Global Integrated Facilities Management Execution**

Session **DH**

The landscape of global facilities management is changing fast. More than ever before, organizations are choosing to outsource services. Rising to the challenge, Bristol-Myers Squibb will share a case study of the company's journey as it increased savings and reduced overhead from concept to execution.

**Annette Erario, MBA**

Executive Director, Global Facilities Services, Bristol-Myers Squibb

Track: Career Development

## **The Future: Creating Professional Intelligence Now to Ensure Long-Range Success!**

Session **DI**

This interactive session is a leap into the future of supply management and provides recommendations concerning professional education, organizational change, business operations and leadership. Come prepared to ask questions to personalize this session.

**R. David Nelson, C.P.M., A.P.P.**

Chair, Dave Nelson Group, Inc.

## **Getting In Front of Demand – Ensuring a Rigorous Sourcing Event That Includes Diverse Suppliers**

Session **DJ**

This session will provide practical guidance around processes, interactions and templates that will allow Supplier Diversity and Supply Chain professionals to engage with key customers in a meaningful way – with a focus on getting in front of demand. The session will provide Supplier Diversity and Supply Chain professionals with practical guidance on: the importance of key customer heat maps, regular customer check-ins, how to develop Sourcing Strategies a year in advance (which affords the greatest opportunity to impact the effort), and ultimately customer approval for deals. By leveraging these tools and templates, Supplier Diversity and Supply Chain professionals will be in a better position to impact a Sourcing event — ensuring that the right mix of diversity and non-diversity suppliers are included, as well as ensuring that the process is rigorous and drives the appropriate value for the organization. This will be a hands-on session where attendees will learn processes as well as potential templates to leverage. This is recommended for both Supplier Diversity and Supply Chain professionals.

**Jerry Miller, CPSM, CPSD**

Director, Global Procurement Services, Capital One Financial Corporation

**Michael Perry, CPSM**

Senior Category Manager, Enterprise Supplier Management, Capital One Financial Corporation

## **Supply Chain Cyber Risk Management: “Are Cybersecurity Risks Lurking in Your Supply Chain?”**

Session **DL**

Today's supply chains are providing industrial partners as well as sophisticated adversaries access to huge amounts of proprietary information and intellectual property. The appetite for financial data, trade secrets and competitive information coupled with current attack methodology guarantees that all organizations, regardless of size are cyber targets. On one side of the equation there is a dedicated adversary, faced with a low risk of detection, looking for a target. On the other side there is an enterprise supply chain loaded with proprietary design information, pricing and contract data, offering a communication path to other supply chain partners. At this point the advantage clearly belongs to the aggressor. The question is how to start tipping the scales towards the good guys.

**Timothy G. Hall**

President, AZORCA Cyber Security, LLC



**Tuesday, May 6, 2014** 10:40 am — 11:40 am

**Award Winner Session**

**Winner of Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management**

Session **EA**

Session presented by one of the winners of the Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management. Each winning team presents a session to outline and share its winning strategies. Winners will be announced in the April issue of *Inside Supply Management*®, and the *Conference Navigator* will list specific session information.

**The Case for Auditability in Supply Management Organizations**

Session **EB**

As corporations become increasingly dependent on their supply chains for achieving a competitive advantage, they are also becoming concerned with auditability. This session applies the “theory of auditability” to supply organizations and includes discussion on the auditability triangle and how supply organizations can achieve higher levels of auditability.

**Dr. Rene G Rendon, CPSM, CPSD, C.P.M., CPCM, PMP**

Associate Professor, U.S. Naval Postgraduate School

**Dr. Juanita M. Rendon, CPA**

Lecturer of Accounting, U.S. Naval Postgraduate School

Track: Global Economic Indicators

**Leading Practices in Managing Commodity Risks**

Session **EC**

As companies expand globally, your ability to manage critical commodity costs and relationships becomes more challenging. This session gives you an opportunity to learn about and explore best practices of leading firms in managing commodity risks.

**Robert Hanshaw**

Commodity Risk Management, The Coca-Cola Refreshments

Track: Big Data, Analytics

**What Are the Big Data, Analytics Applications?**

Session **ED**

This session explores the various ways leading companies have developed their big data and analytics capabilities in supply chain management. You will learn how to optimize performance of data services and analytic applications.

**Nada Sanders**

Professor and Lacocca Chair, Lehigh University

Track: Best Practices in Indirect Spend

**Building a Strategic Sourcing House**

Session **EE**

This session gives you a roadmap to establish a strategic sourcing organization, using Cox’s experience as an example. In four years, Cox transformed its procurement group from tactical to strategic, delivering US\$100 million in savings in spend categories such as MRO and capital projects.

**Bill Mangen, MBA, CPA**

Supply Chain Executive, Cox Communications

Track: Emerging Practitioners

**The Lion and the Mouse: Thriving as a Small Business**

Session **EF**

Starting a career in a Fortune 500 organization is not always the first step for new practitioners. This session provides some of the pros and cons of beginning a career at a small business, recommendations for managers in supporting new entrants into the industry and advice for easing the transition from corporate to small and medium business environments (and vice versa). This panel features speakers from both large and small organizations who will speak to corporate expectations of small suppliers and clues for seeing if/when it is time to leave each arena.

**Christle Sturges**

Sourcing Manager, Ann, Inc.

**Gary Stoddard**

Partner, Nitor Partners

**Craig Reed**

Former Senior Vice President, Supply Chain Management, Eaton Corporation

**Supplier Management: An Enterprise Capability, A Procurement Opportunity**

Session **EG**

Companies today are aggressively working with suppliers and other external partners to find fresh opportunities for revenue growth through innovation, mergers and acquisitions, new-market entry and other strategies. The problem for many procurement organizations is that their processes and performance metrics are designed primarily to keep a lid on costs – not to foster growth and innovation. In this session, participants will be introduced to supply management practices being utilized by top performing organizations to drive better performance and more value while reducing risk from their existing supply base.

**Chris S. Sawchuck**

Principal, Global Procurement Advisory, The Hackett Group

**Mark Fortney**

Area Vice President of Facility Solutions, Staples, Inc.

Track: Talent Management

**University Partnerships — Get More Than You Give**

Session **EH**

Supply chain is one of the hottest, fastest growing majors in colleges and universities today. Are you part of the trend? This session discusses why students are choosing supply chain at such a high rate, describes how professors are handling the influx of enthusiastic and bright students, and outlines opportunities for progressive companies to get involved. You’ll be surprised at the ways in which your company can benefit from a direct connection to local universities.

**Lisa Smith**

Director of Supply Chain Program, Tennessee State University

**Gene Spiegel**

Instructor, Rutgers University

**Honey Zimmerman, CPSM, C.P.M.**

Associate Faculty, Western Illinois University

**Simon Croom, CPSM**

Professor, University of San Diego

# ConferenceSessions

Track: Business Acumen in Supply Chain

## **Transformational Leadership: When Sourcing Has 'the D' (Final Supplier Selection Decision)**

Session **EI**

Whether you're involved with decisions surrounding make-versus-buy, global outsourcing, defining corporate policies, manufacturing rationalization or product standardization, you're ultimately part of organizational transformation. This session focuses on supply chain's role in driving change and bearing the ultimate responsibility for success.

**Quentin Roach**

Chief Procurement Officer and Senior Vice President, Merck & Co. Inc.

Track: Logistics

## **Sourcing Refrigerated Transport for a Time-Critical Network**

Session **EJ**

A multi-origin, time-critical customer service promise meets 200+ carriers in a North America reefer bid. Capacity assurance and private/dedicated fleet deployment must also capture cost reduction to meet all company targets. Learn about sourcing for the best cost and service, using collaborative optimization software to create business solutions, and how to maximize stakeholder input and participation.

**Steve Lohman**

Supply Chain Manager, Chiquita Fresh NA

**Tuesday, May 6, 2014** 2:30 pm – 5:00 pm

**Mega Session**

## **Contracting for Services: Professional Services, Construction and Software as a Service**

Session **CON1**

One of the most difficult areas to contract for is the services spend. This session covers the key elements that purchasers must consider when negotiating and entering into a contract for services. The session focuses on general tips for all service contracts and then deals with three important types of service contracts encountered by purchasers. First, professional service agreements are covered. Second, construction services are examined. Finally, software is explored, taking into account the current trend of Software as a Service. For all three types of agreements, you will be given negotiation tips, legal considerations and, most important, sample contracts to use as reference tools.

**Mark Grieco, MBA, J.D.**

Senior Partner, Grieco & Scalera PA

**Mega Session**

## **Supplier Segmentation**

Session **SEG**

This session provides you with five core tools for working with categories and suppliers. We will also discuss tools such as portfolio analysis, PACE modeling, opportunity analysis, supplier selection, supplier relationship assessment, and supplier preferencing and assessment. Participants will be more effective at strategy development, supplier assessment, supplier relationships and cost and value improvement, and will gain a better understanding of supplier motives.

**William L. Michels, CPSM, C.P.M., MCIPS**

Senior Vice President, Institute for Supply Management®

**Tuesday, May 6, 2014** 3:00 pm — 4:15 pm  
**Risk Management of Your Traveling Assets**

Session **FA**

How have the recent events in the Middle East or the terrorist bombing in Boston affected your employees as travelers? Learn more about the pros and cons of Mobile Traveler Tracking. What can the travel industry, and your organization, do to protect an individual? How about their data? Does your company have a managed travel program and should you, given the risk, in a litigious environment? How can you manage traveler behavior and still provide duty of care?

**Bruce McIndoe**

Chief Executive Officer, iJET International

## **Emerging Global Supply Strategies**

Session **FB**

Companies continue to change their competitive strategies worldwide. In addition, outsourcing patterns, supplier locations and supply strategies enabling globalization are being enhanced. In response, CAPS Research has completed new research focused on these emerging global supply strategies. This session discusses key company strategies for achieving worldwide growth and profits, emerging outsourcing/insourcing approaches, supplier location changes and trends and global supply management enablers.

**Robert M. Monczka, Ph.D.**

Director, Strategic Sourcing and Supply Chain Strategy Research, CAPS Research and Arizona State University



Track: Supply Management Fueling Growth

## **Innovation Panel**

### **Session FC**

In this session, learn how to increase your ability to innovate. The experienced panelists will explore critical issues and what to focus on for success. They represent a range of industries, from oil and gas to social services and everything in between.

#### **Moderator:**

**Eileen McCulloch**

Operations Director, Network for Value Chain Excellence  
W. P. Carey School of Business at Arizona State University

#### **Panelists:**

**Jill Bossi, C.P.M.**

Vice President and CPO, Supply Chain and Real Estate Management,  
American Red Cross

**Joel Greenberg**

Director of Global Accounts, APL Logistics

**Tom Maher**

Vice President, Global Service Parts, Dell

**Ernie Chachere**

Vice President, Supply Chain Management, E. & J. Gallo Winery

**Milton Young**

Vice President, Operations, McCoy Corporation

Track: Global Economic Indicators

## **Workforce Development — Building Your Supply Chain's Skills for Growth**

### **Session FD**

To grow the United States' leadership in manufacturing, we must have a skilled workforce capable of meeting current and future labor needs. This session focuses on research by Alan Schlottmann and on Nevada's commitment to manufacturing.

**Alan Schlottmann, Ph.D.**

Professor of Economics, Lee Business School, University of Nevada, Las Vegas

**Ray Bacon**

Executive Director, Nevada Manufacturers Association

## **Measuring the Value of Supply Management**

### **Session FE**

A.T. Kearney, Institute for Supply Management® (ISM®), and the Chartered Institute of Purchasing and Supply (CIPS) have formed an alliance to increase recognition of supply management as a key driver of strategic business value. In this panel discussion, the alliance discusses its goals and report using an innovative metric: the ROSMA™ Performance Check.

**Thomas W. Derry**

Chief Executive Officer, Institute for Supply Management®

**David Noble**

Chief Executive Officer, Chartered Institute of Purchasing & Supply

**Joseph Raudabaugh**

Partner, A.T. Kearney

## **World-Class Negotiations Management: Best Practices, Tools, and Future Developments**

### **Session FF**

Elevate your negotiation management practices to world-class standards. This session provides supply managers with specific concepts, tools and processes that can make a real difference in negotiations strategy development and execution. Specific examples of what to, and not to do, are illustrated with a series of videotaped vignettes.

**Robert A. Rudzki**

President, Greybeard Advisors LLC

**Sheila Tierney**

Vice President, Global Procurement, IRCO

## **Supplier Diversity from the CPO Perspective**

### **Session FG**

This panel discussion offers a view from the top. Chief procurement officers from large companies discuss the value of supplier diversity and the value of incorporating diverse suppliers into supply chains and procurement processes. Learn how CPO commitment has brought success to these organizations.

## **Resistance and Recovery - the Keys to Effective Resilience**

### **Session FH**

There is little agreement on what resilience is. This session defines this complex concept and explores its two major components: resistance and recovery. This session also identifies the eight major investments that firms can make in resilience and it explores how these categories are linked to the generation of resilience.

*Sponsored by the Materials Management Group and the Supply Chain Risk Management Group*

**Rose Kelly-Falls**

Senior Vice President, Rapid Ratings International

**Steven A. Melnyk, Ph.D.**

Professor, Michigan State University

**Terry R. Volpel, CPSM, C.P.M., SCMP, LSSBB**

ISM Materials Management Group

## **Ethics, Measurement and Supply Chain. Global Case Study: Jones Lang LaSalle and Ethisphere Institute**

### **Session FI**

How can you and your organization effectively manage risk across the supply chain? How will the effectiveness of such programs be measured across a diverse set of contractors, vendors, and service providers on a global scale? This session provides leading insights and best practices in managing a global supply chain while ensuring that compliance and ethics-based issues are aligned. The presenters bring unrivaled perspective when dealing with local, regional and global needs, along with, unique evaluation and benchmarking processes to assess supply chain and third party risk. You will leave with practical guidance on issues of increasing importance to the C-suite and leading professionals set on achieving supply chain improvements.

**Timothy Erblich**

Chief Executive Officer, Ethisphere Institute

**Mark Ohringer**

Executive Vice President and Chief Legal Officer, Jones Lang LaSalle

# ConferenceSessions

## Procurement 20/20: Supply Entrepreneurship in a Changing World

Session **FJ**

Procurement 20/20 discusses the global megatrends to offer a visionary prediction of the challenges and opportunities to come over the next ten years and show why this demands an evolution from today's best-practice supply management to more of a "supply entrepreneurship" creating value for an organization.

**Jeff Shulman**

Principal, McKinsey & Company

## Procurement and Operations: Alignment to Maximize Profit in the Oil & Gas Industry

Session **FK**

The relationship between the procurement group and operations are sometimes contentious because they have parallel and competing priorities. Therefore, there is a need to align the priorities of procurement and operations to maximize profit in the oil & gas industry irrespective of the geographical location. This session will address some of the issues and how to bridge the gap.

**Kay Bello**

Procurement & Supply Chain Process Transformation Professional,  
Marathon Oil Company

## What You Don't Know About Your Suppliers Can Hurt You

Session **FL**

Procurement professionals and supply management have a fiduciary responsibility to ensure that its entire supply chain complies with corporate and social responsibilities policies. This session examines common corporate and social responsibility principles, explains supply management's role in ensuring compliance throughout the supply chain and provides a checklist for identifying risks requiring mitigation.

*Sponsored by the Supply Chain Risk Management Group*

**Karen M. Fedele, CPSM, C.P.M., MCIPS**

Head, Division Category Management / R&D, Novartis Vaccines and Diagnostics

**David Van Valkenburg, CPSM, C.P.M.**

Regional Supply Chain Manager, Oceaneering International, Inc.

## Wednesday May 7, 2014

Mega Session

9:00 am – 11:45 am

*Preregistration required for these sessions.*

**CON2 Contracting Resources and Applications**

**AMWK State of the American Workplace**

Conference Sessions G

9:20 am – 10:20 am

Conference Sessions H

10:40 am – 11:40 am

Conference Sessions I

12:00 pm – 1:15 pm



**Keynote Address/Luncheon 1:30 pm – 3:00 pm**  
Featuring  
**The Second City**

**Wednesday, May 7, 2014** 9:00 am — 11:45 am

**Mega Session**

### Contracting: Resources and Applications

Session **CON2**

This is a contract-intensive, hands-on workshop for supply professionals working with contracts and reviewing legal documents. Takeaways include templates for a confidentiality agreement, a contract for sale of goods and a professional services agreement. Be prepared for an interactive exercise working with the contract and adapting it to a hypothetical example.

**Mark Grieco, MBA, J.D.**

Senior Partner, Grieco & Scalera PA

**Mega Session**

### State of the American Workplace

Session **AMWK**

Gallup data indicates that of the approximately 100 million people in America who hold full-time jobs, only 30 million (30%) are engaged and inspired in their work. The byproduct of disengaged workers is lost productivity, increased healthcare costs, theft, and customer attrition. This session will include an overview and insights into what leaders can do to improve employee engagement and performance in their companies.

**Charlie Colón, MBA**

Global Channel Leader, Gallup

**Wednesday, May 7, 2014** 9:20 am – 10:20 am

**Award Winner Session**

**Winner of Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management**

Session **GA**

Session presented by one of the winners of the Institute for Supply Management® — Michigan State University Awards for Excellence in Supply Management. Each winning team presents a session to outline and share its winning strategies. Winners will be announced in the April issue of *Inside Supply Management*®, and the *Conference Navigator* will list specific session information.

**Travel 101**

Session **GB**

Build the baseline to begin managing your companies second largest spend, T&E. Establishing a foundation lays the groundwork for short term benefits leading to long term initiatives using data driven business solutions and KPIs. Moving forward to use the baselines established for year over year success.

**Kathy Burdge**

Senior Procurement Manager, Global Travel, Yahoo!

Track: Emerging Practitioners

**From Six Sigma to 10-K: How Supply Management Impacts Your Organization's Financials**

Session **GC**

While many supply chain management organizations ultimately report to the CFO, emerging supply management professionals often lack financial acumen from a public accounting perspective. This session connects everyday supply chain decisions directly to their impact on financial statements and discusses how to tie these decisions to corporate goals, as well as how to document and present supply management analyses in a format that will resonate with financial professionals. The panel features leaders who work with or for accounting or financial organizations.

**Andrew Bartolini**

Managing Partner and Chief Research Officer, Ardent Partners

**Craig Reed, CPSM**

Former SVP Supply Chain Management, Eaton Corporation

**Alex Brown**

Senior Principle, Accenture

Track: Career Development

**Developing Talent Is Harder Than It Appears — A Focus on Nontraditional Skills**

Session **GD**

Procurement leaders rank supplier collaboration as their No. 1 intention for 2014. Collaboration has been around a long time, but it is rarely achieved. Why? One reason may be that the skills needed to successfully work in a truly collaborative fashion are not taught in supply classes. Another may be that few companies have a culture that's open to true collaboration. Yet another may be that, historically, procurement has sometimes been viewed as combative rather than collaborative. This session will explore some of these aspects with a view to helping you develop your talent for your future career.

**Nicholas Little, CPSM, MCIPS**

Assistant Director, Executive Development Program, Michigan State University

**Dr. Liz Alexander**

Co-Founder Leading Thought

Track: Big Data, Analytics

**Sourcing and Spend Analytics — Maximizing Impact, Influence and Effectiveness**

Session **GE**

This session presents you with an outline of GE EM's strategy and approach to sourcing and spend analytics. You will also learn how analytics are a key success factor for the source-to pay-process as well as the impact of analytics across price, cost, demand management, risk mitigation and governance.

**Francisco Montecinos**

Chief Information Officer, GE Energy Management

Track: Business Acumen in Supply Chain

**Merging Lanes: Pre- and Post-Merger**

Session **GF**

Linking the role of supply chain directly to proactive company imperatives, this "how we did it" session walks you through Tempur Sealy's leadership story. Learn about the company's journey to achieve organization imperatives, emotional intelligence and social influence.

**Ric Freeman, MBA**

Vice President of Global Strategic Sourcing, Tempur Sealy International

# ConferenceSessions

Track: Best Practices in Indirect Spend

## **The Indirect Transformation Journey**

Session **GG**

Come learn about the indirect global procurement journey at Amway. This session outlines best practices and tools in business partner relationship management, such as joint business planning and improving the indirect experience. In addition, the session addresses thoughts and ideas on talent management for tomorrow's leaders.

**Charen Buyce, C.P.M.**

Director, Indirect Global Procurement, Amway

Track: Global Supply Chain

## **Cultural Intelligence: Effective Tools for the Global Workforce**

Session **GI**

The skills to meet foreign counterparts halfway are critical to position yourself within the global workforce. In this session, you will be exposed to the seven cultural dimensions that must be mastered to effectively communicate across cultures and build the trust needed to achieve long-term commercial goals internationally.

**Valérie Berset-Price**

Founder and President, Professional Passport

Track: Best Practices in Indirect Spend

## **Purchasing IT Hardware, Software, and Services**

Session **GJ**

This presentation provides an overview of the issues that should be addressed in drafting and negotiating computer hardware, software, and services agreements. The focus will be on business, legal, financial, and contract issues. There will also be an overview of how to mitigate business risk by establishing contractual safeguards.

**Michael J Zazaian**

Manager of Purchasing and Contracts, National Education Association

Track: Career Development

## **So You Think You Can Be a CPO**

Session **HA**

Discover how personal financial planning, soft skills and principled, centered leadership work together to get you to the senior leadership level. In addition, learn how to navigate obstacles that can hamper your ascent up the corporate ladder.

**Eric Williams, MBA, C.P.M.**

Associate Director, Howard University

**Wednesday, May 7, 2014** 10:40 am – 11:40 am

Track: Big Data, Analytics

## **Big Data ... Safe Data**

Session **HB**

Big data and advanced analytics are transforming how functions like supply management and legal engage with each other across the enterprise. The presenters share their lessons learned and best practices for dealing with legal and business issues ranging from intellectual property protection and data security/privacy to information asset monetization in the era of big data.

**Jon Neiditz**

Partner and Big Data Practice Leader, Kilpatrick Townsend & Stockton LLP

**William A. Tanenbaum**

Partner, Sustainability, Kaye Scholer LLP

## **Reporting Social and Environmental Performance: SCM Makes It Happen**

Session **HC**

Regulators, customers, employees, media, company senior management and other stakeholders demand information on everything from carbon footprint to workforce treatment in Asian factories. Supply chain professionals play a key role in collecting, analyzing and reporting this information, much of which must come from suppliers. In the session, we'll explore how to decide what's "material" and therefore worthy of reporting, which stakeholders to involve in the process, transparency issues, how to work with other stakeholders and how to report nonfinancial data under the Global Reporting Initiative. Discussion will include how strong reporting capabilities aid in creating positive sustainability outcomes in the supply chain.

**Robert W. Kuhn**

President, Kuhn Associates Sustainability Advisors, LLC

## **How to Negotiate with Anyone and Win**

Session **HD**

This highly interactive session will help you learn and use proven strategies to plan for any negotiation, set goals, ask difficult questions, deal with emotions - your and theirs, and create alternatives that unstuck a negotiation while building long-term trust that will enable you to finalize more agreements

**Alan S. Ovson**

Chief Executive Officer, Ovson Communications Group

## Securing the Global Supply Chain - C-TPAT and Other Security Initiatives

Session **HE**

**Anand Raghavendran**

President & CEO, Netwin Solutions

Supply Manager's Guide to Indemnity and Risk Management

Session **HF**

The indemnity clause is often the final stumbling block to contract resolution. Do you find yourself “in the middle” as the lawyers exchange language? If so, this session will give you new insight into the issues and their relationship to risk management, approaches to negotiating the issues and allocating the risks and techniques to work with legal.

*Sponsored by the Supply Chain Risk Management Group*

**Leslie S. Marell**

Attorney, Law Office of Leslie S. Marell

## Implementing Sourcing Excellence to Achieve Global Product Leadership

Session **HG**

Faced with growing competition and a progressively more complex global supply chain, Whirlpool Corporation set out to create a market-leading sourcing discipline that would enable an ongoing competitive advantage. This session covers how the global strategic sourcing group transformed itself to achieve Whirlpool's objective of global product leadership.

**Greg S. Anderson**

President, Directworks

**Blaine Hurley**

Senior Director – Sourcing Excellence, Global Strategic Sourcing,

Whirlpool Corporation

Track: Logistics

## Global Ocean Freight Sourcing

Session **HI**

Learn about the approach taken to manage price, service and investment trade-offs in a global ocean freight sourcing project involving 30 carriers and 160 worldwide stakeholders in three rounds of negotiations. The team navigated lowering prices and obtaining assurances of service and capacity, all while deepening the credibility of the central team with worldwide site managers and the carrier population.

**Tim Byrd**

Director, Global Logistics, DuPont Chemicals

## CheckMate

Session **HH**

This session is devoted to a rigorous analysis of the strengths and weaknesses of popular tools utilized in SCM analysis including Portfolio Analysis, Chessboard, Gemstone/Diamond and Porter's Five-Force model. The session will provide attendees with advanced methodologies which recognize the complex and dynamic decision-making process in the field of SCM.

**Andrew Cox**

Chairman, International Institute for Advanced Purchasing & Supply IIAPS

**Laura M Birou**

Director of the Americas, International Institute for Advanced Purchasing & Supply IIAPS

**Wednesday, May 7, 2014** 12:00 pm — 1:15 pm

Track: Supply Chain Management Fueling Growth

## It's a Done Deal: Integration and Sustaining Value for Growth Through Acquisition

Session **IA**

During the acquisition process, internal hurdles (cultural or logistical, for example) are often overlooked, and can slow the accrual of benefits or even prevent the full potential of the acquisition and integration from being realized. In this session, you will focus on successfully integrating the target and planning for the deal's long-term success.

**Steve Nunamaker**

Senior Director, Supply Chain Operations, Acquisition Integration, Cisco Systems Inc.

Track: Best Practices in Indirect Spend

## Taking Indirect Procurement to the Next Level

Session **IB**

Get the tools, techniques and insights to take your indirect procurement efforts — including professional services, IT, facilities management, print, marketing, media buying, packaging, seasonal catalogs, advertising, social media and brand sourcing — to the next level.

**Beatriz Loizillon, CPSM, C.P.M.**

Procurement and Profit Improvement, J. Crew

## Sustainable Procurement from the CPO Perspective

Session **IC**

This panel discussion focuses on how the sustainability mega trend is reshaping procurement. Learn how leading organizations are incorporating sustainability into their procurement strategy and how they collaborate with peers, suppliers and sustainability experts to establish common metrics for success.

**Moderator:**

**Nancy Gills**

Senior Manager, Sustainable Procurement, Supply Chains and System Dynamics, Ernst & Young

**Panelists:**

**Mike Fath**

Chief Procurement Officer, Caesars Entertainment

**Nichol Luoma**

Chief Procurement Officer, Arizona State University

# ConferenceSessions

## Influencing Change – The Solution to Procurement's Change Challenges

Session **IE**

This session introduces a ground-breaking change methodology that improves success rates tenfold! A New York Times bestselling author teams with a seasoned sourcing professional to demonstrate how you can make change inevitable. Learn to identify vital behaviors and apply Six Sources of Influence to conquer procurement's complex change challenges.

**Al Switzler**

Co-Founder, Co-Author, VitalSmarts

**Barbara Ardell**

Vice President, Paladin Associates, Inc.

## Continuous Negotiation Preparation

Session **IF**

Suppliers are constantly gathering data on buyers before negotiations. Purchasing professionals should gather data prior to a negotiation when the supplier is less guarded. This session will outline data to collect and how to covertly and overtly collect the data and use it to your advantage in the negotiation.

**Phillip R. Lockhart, C.P.M.**

Sr. Purchasing Manager, Baxter Healthcare

## Human Trafficking in Supply Chains

Session **IG**

Since California passed the Transparency in Supply Chains Act in 2010, slavery and human trafficking have come to the forefront of supply chain issues. Thousands of global companies have had to post public disclosures on what they do to eradicate slavery and trafficking in the supply chain. But what exactly does that mean? How can companies identify risks of trafficking and related issues such as forced labor, bonded labor and slavery? What are the risks for companies who fail to perform according to their public disclosure? This session will review the concepts of trafficking and slavery, how to identify red flags in the supply chain and outline a due diligence program that meets consumer expectations behind the legislation. As the UK Parliament and the US House of Representatives review national legislation modeled on California's Act, this topic is more relevant than ever.

**Rachelle Jackson**

Director, Sustainability & Innovation, Arche Advisors

Track: Logistics

## Bringing out the Best in your Suppliers with your Next Transportation Services Procurement Event

Session **IH**

A Supplier's approach to evaluating and responding to procurement events for transportation services – the good, the bad, and the ugly – and recommendations for generating value that sticks and savings that survive implementation.

**Chris Pickett**

Chief Strategy Office, Coyote Logistics

## Forecasting Intermittent Demand: Addressing a Procurement Nemesis

Session **II**

Intermittent demand poses significant inventory stocking challenges because it is so difficult to plan for and seemingly impossible to forecast. Accurate, service level-driven forecasting is indeed possible and can lead to significant inventory reductions while achieving performance goals. This session will review available technology, effective approaches and customer examples.

**Thomas R. Willemain, Ph.D.**

Senior Vice President, Smart Software, Inc.

**Gregory Hartunian**

Vice President of Sales, President and Member of the Board  
Smart Software, Inc.



## ISM's 2014 Pre-Conference Seminars

Each seminar provides valuable insight into your organization's supply chain to give you an even greater return on your Conference investment. All seminars are at the LVH Conference Center. For additional information, visit [www.ism.ws](http://www.ism.ws).

### CPSM® Exam Review Course

The course begins with a brief overview of exam content areas, question format and types, exam characteristics and test-taking tips. CPSM® candidates will spend most of the course working on activities tied to tasks weighted most heavily in the exam specification and where candidates may expect the most exam questions on the exams. Students will have the opportunity to identify areas for further study using ISM published study materials and other resources. Attending this course does not guarantee successful completion of the exams.

**Program #4251**

**May 2-4, 2014**

US\$1,899/ISM Members US\$1,599

21 CEHs

### How to Develop and Manage a Supplier Diversity Program

This innovative program teaches professionals how to develop, manage and grow a program that will contribute to organizational objectives and strategies and embrace supplier diversity. Attendees will learn why leading companies are embracing supplier diversity, and how to transform a compliance-driven program into a strategically focused process.

**Program #4322**

**May 4, 2014**

US\$849/ISM Members US\$699

7 CEHs

## PRE-CONFERENCE SEMINARS REGISTRATION INFORMATION

### CPSM® Exam Review Course #4251

**May 2-4, 2014**

US\$1,899/ISM Members US\$1,599

### How to Develop and Manage a Supplier Diversity Program #4322

8:30 am – 4:30 pm

**May 4, 2014**

US\$849/ISM Members US\$699

Subtract US\$200 from your total when you register 30 days or more before the program start date. The Early-Bird Discount is not applicable to program #4322.

**BE SURE TO FILL OUT THE TOP PORTION OF THE CONFERENCE REGISTRATION FORM AND THE PRE-CONFERENCE SEMINARS SUBTOTAL COLUMN ON PAGE 28.**

### Three Ways to Register

**Fax:** +1 480/752-2299 (credit card payment only)  
**Mail:** ISM Conference Seminars  
 2055 E. Centennial Circle  
 Tempe, AZ 85284  
 (check, money order or credit card payment)  
**Internet:** [www.ism.ws](http://www.ism.ws)

*Payment Must Accompany Registration*

### Pre-Conference Seminars

Indicate on the registration form which seminar you plan to attend. Fee includes course materials, refreshment breaks and lunch each day of the seminar.

### Pre-Conference Seminar Hours\*

Day One	8:30 am – 4:30 pm
Day Two	8:30 am – 4:30 pm
Day Three	8:30 am – 4:00 pm

### Discounts

Individuals registering for a two-day pre-Conference seminar and the complete Conference registration package may deduct US\$100 from the Conference registration fee. Or, register three or more people at one time for the same two-day pre-Conference seminar (registrations must be sent together in the same envelope) and deduct US\$300 per registration. Only one discount option allowed per registration form. One-day Conference seminars registrants do not qualify for the discount offer. Program #4322 not included in this offer.

The Early-Bird Discount is applicable when you register 30 days or more before the program date. Subtract US\$200 from your total when using the Early-Bird Discount. The Early-Bird Discount is not applicable with program #4322.

### ISM Cancellation/Refund Policy

Notification of your cancellation must be in writing. Cancellations received up to the day prior to the program are subject to a US\$250 cancellation charge. No refunds are given once the program has begun. Registrants who fail to attend the program are not entitled to a refund. ISM must be contacted within 30 days of the program completion in order for a refund to be considered. ISM reserves the right to substitute speakers. If the program is not held for any reason, ISM's liability is limited to the program fee.

\*Unless otherwise noted

## Technology and Platinum



**Zycus**, with more than 200 solution deployments among global 1,000 clients, has been committed to aiding procurement's contribution to business performance for over a decade. In the spirit of consistent and continued innovation, we have now evolved our portfolio to a full suite of procurement performance solutions — spend analysis, e-sourcing, contract management, supplier management, procure-to-pay and financial savings management — to help procurement leaders drive increased profits and create even greater business advantages. To learn more, visit [www.zycus.com](http://www.zycus.com).

## Gold



**ADTRAV** is a leading travel management company providing the full array of travel management services and consulting to corporations and government contractors. We deliver innovative technology across all sectors, providing custom solutions, in-depth audit support, procurement-oriented business intelligence, industry-leading buying power, and "Service Nonstop" since 1977. [www.adtrav.com](http://www.adtrav.com).



**LexisNexis**® is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis® offers an array of solutions and support focused on the unique needs of procurement and supply chain departments. For starters, we can help you research and vet potential suppliers to minimize any financial, business, legal or reputation risks. We also provide you with a 360-degree view of your suppliers so you have a clear picture of sourcing activities, assisting with your supplier performance management. Plus, we'll help you keep track of new developments with key suppliers, as well as their competitors and markets. Contact LexisNexis® today to learn how to reduce risk and deliver bottom-line results for your organization. For more information go to [www.lexisnexis.com/supply-management](http://www.lexisnexis.com/supply-management) or call 1-888-AT-LEXIS.



**POOL4TOOL** is a complete procurement suite that is cloud based and modular. This makes it easy to start with any module like supplier management, scorecard, RFX, contracts, etc. POOL4TOOL supports multiple currencies, languages and locations, making it ideal for companies with an international multi-site footprint. Leading analysts believe we are truly innovators in this market. Headquartered in Michigan, with locations in Europe and Asia, we support more than 200 Fortune 1,000 companies globally. We have exceptional expertise in manufacturing and ERP integration. Our customers value our expertise, versatility and affordability.



# 2014 Conference **Sponsors**

## Silver



**Ariba** is the world's business commerce network. Ariba combines industry-leading cloud-based applications with the world's largest web-based trading community to help companies discover and collaborate with a global network of partners. Using the Ariba® Network, businesses of all sizes can connect to their trading partners anywhere, at any time from any application or device to buy, sell and manage their cash more efficiently and effectively than ever before. Companies around the world use the Ariba Network to simplify inter-enterprise commerce and enhance the results that they deliver. Join them at [www.ariba.com](http://www.ariba.com).



**Staples** is committed to being the one source that makes it easy for regional, national and global businesses to buy a wide range of office products. Our solution includes comprehensive products and services that allow you to develop a customized program to provide exactly what you're looking for — from office supplies, technology and printing to promotional products, furniture and facility supplies. For more information, visit [www.staplesadvantage.com](http://www.staplesadvantage.com).

## Bronze



Procurement & Analytic Solutions

**A.T. Kearney Procurement & Analytic Solutions** is a practice within A.T. Kearney, Inc., a global strategic management consulting firm. We offer services designed to transform strategic procurement and supply management processes and analytic-driven initiatives. Using cutting-edge technologies and innovative approaches, we deliver results from quick-win cost savings to long-term value creation across the entire organization. Our clients get maximum value and efficiency out of their procurement and supply management organizations, as well as other business functions. Our promise is to help you not only realize an immediate impact, but also secure a sustainable and growing advantage. Visit [www.atkearneyPAS.com](http://www.atkearneyPAS.com) or call 877/5-ATKPAS for more information.

## Associate



**Puridion.** Celebrating over 30 years as a procurement leader, Puridion provides comprehensive all-in-one procure-to-pay solutions on cloud and licensed platforms for organizations of all sizes and industries. Puridion is dedicated to helping clients streamline the purchasing process, providing visibility and management of procurement spend. For more information about Puridion, its solutions and services, visit [www.puridion.com](http://www.puridion.com).

## Media Partner



**SupplyChainBrain**, the world's most comprehensive supply chain management information resource, is accessed year round through a wide range of ever evolving multi-media formats by hundreds of thousands of senior level industry executives. In addition to addressing the fundamental principles of supply-chain management, SupplyChainBrain identifies emerging trends, technologies and best practices, forward thinking ideas and cutting-edge solutions-and continues to write and report about these as they evolve and mature. [www.supplychainbrain.com](http://www.supplychainbrain.com).

# RegistrationInformation

## Four Easy Ways to Register

**Online:** Register at [www.ism.ws](http://www.ism.ws)

Select Conference & Networking, then Upcoming Conferences & Events. Credit card payment only.

**Phone:** 800/888-6276

**Fax:** +1 480/752-7890 (credit card payment only)

**Mail:** ISM2014

2055 E. Centennial Circle, Tempe, AZ 85284

(check, money order or credit card payment)

*Payment must accompany registration.*

*All prices in U.S. dollars*

## Important Registration Dates

	Member Price	Nonmember Price
received by 2/18/14	\$1,229	\$1,579
received by 4/17/14	\$1,429	\$1,879
after 4/17/14	\$1,499	\$1,949

## Supply Chain Council members receive ISM member

**pricing:** Please provide proof of membership. Full-Conference only. **Fax or mail only.**

The complete Conference registration package includes: 10 educational sessions; keynote addresses; Business Survey/Economic Presentation; meal functions, three receptions; all general sessions; and entrance into the Exhibit Hall.

## VIP Package

New this year, the VIP Package provides reserved seating, priority mega session selection, VIP registration lines and a meet and greet with the keynote speakers. Don't miss this opportunity to elevate your Conference experience; package is limited to 50 attendees.

VIP Package US\$200

## Student Conference Registration

Complete Conference registration includes educational sessions, meal functions, Exhibit Hall and Emerging Professional Networking Reception. (Student attendees may not add a guest to their registration.) Must be a current student member of ISM.

Registration fee US\$250

## Guest Registration

Includes all meal functions and receptions. Guests US\$250

## Facility Tours

See what Las Vegas has to offer and enhance your Conference experience. Registration is limited; details to come.

## Continuing Education Hours

A documentation form will be included in the registration packet you receive when you check in at ISM Registration.

## Confirmation Letters

Registration confirmation letters are sent via email to the address listed on your registration form.

## Discounts

**Pre-Conference Seminar Discount:** Register for the full Conference and a two-day pre-Conference seminar and deduct US\$100 from the Conference registration fee.

**Team Discount:** A US\$300 discount (per registrant) is offered to organizations registering three or more people for the same event. This discount is not available online. All registrations must be placed at the same time by mail, fax or phone. Registrations must be either sent in the same envelope/fax transmission or placed at the same time through Customer Service at +1 480/752-6276.

## Session Selection and Seating

Session seating is on a first-come, first-served basis, unless otherwise noted.

## Name Badges

Please bring your badge or confirmation letter with bar code with you to Las Vegas. It is your passport to the Express registration line.

## Special Needs

If you have special dietary needs or if you require any special services or auxiliary aids in accordance with the Americans With Disabilities Act, please be sure to check the appropriate line on the Conference registration form. An ISM representative will contact you to confirm your special needs.

## Tax Deduction

The Internal Revenue Service may permit an income tax deduction to U.S. residents for expenses (including registration fees, travel costs, meals and lodging) incurred in pursuit of continuing professional education. Consult your tax adviser for details.

## Photo/Audio/Video Release

From time to time, ISM uses photos and/or audio/video of participants in public Conference spaces in our promotional and educational materials. By virtue of your attendance, you agree to the use of your likeness in such materials, including print and/or electronic media without further notification or authorization.

ISM grants media credentials to working journalists whose primary roles are editorial in nature. Participation in media interviews with credentialed individuals representing ISM, industry, trade or business media is voluntary. Media representatives must secure a written photo/audio/video release from each interviewee. Interviews must be conducted in media-designated areas or public spaces that do not interfere with the Conference experience of any other attendee, presenter, exhibitor, sponsor, volunteer or ISM employee.

## ISM Cancellation/Refund Policy

Notification of your cancellation must be in writing. Cancellations received up to the day prior to the program are subject to a US\$250 cancellation charge. No refunds are given once the program has begun. Registrants who fail to attend a program are not entitled to a refund. ISM must be contacted within 30 days of the program completion in order for a refund to be considered. ISM reserves the right to substitute speakers. If the program is not held for any reason, ISM's liability is limited to the program fee.

*Program subject to change. Check your confirmation letter for schedule verification.*

# RegistrationForm

## ISM2014 Annual International Supply Management Conference MAY 5-7, 2014 LAS VEGAS, NEVADA

ISM ID Number \_\_\_\_\_ ISM Member ☐ Nonmember ☐

I am registering for: (check all that apply) Pre-Conference Seminar \_\_\_\_\_ Conference \_\_\_\_\_

Preferred Name (for badge) \_\_\_\_\_ Guest Preferred Name (for Guest Program registrants) \_\_\_\_\_

First Name/Given Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name/Surname/Family Name \_\_\_\_\_

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

Preferred Mailing Address: Home \_\_\_\_\_ Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Email Address \_\_\_\_\_ Business Phone (\_\_\_\_\_) \_\_\_\_\_

Check here ☐ if you require special services or if you have special dietary needs. Check here ☐ if you do not wish to be included on the exhibitors' mailing list.

CONFERENCE SESSION SELECTION (Please indicate the workshop's two-letter code.)					
<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>			
9:00 – 11:45 am MS _____	9:00 – 11:45 am MS _____	9:00 – 11:45 am MS _____			
9:20 – 10:20 am _____	9:20 – 10:20 am _____	9:20 – 10:20 am _____			
10:40 – 11:40 am _____	10:40 – 11:40 am _____	10:40 – 11:40 am _____			
2:30 – 5:00 pm MS _____	2:30 – 5:00 pm MS _____	12:00 – 1:15 pm MS _____			
3:00 – 4:15 pm _____	3:00 – 4:15 pm _____				
REGISTRATION AND FEES	ALL PRICES USD	MEMBER PRICE (Circle appropriate fee.)	NONMEMBER PRICE (Circle appropriate fee.)	ITEM DETAILS	EXTENDED TOTAL PRICE
<b>Complete Conference Registration Package</b>	<b>Received by 2/18/14</b> <b>Received by 4/17/14</b> <b>After 4/17/14</b>	<b>\$1,229</b> <b>\$1,429</b> <b>\$1,499</b>	\$1,579 \$1,879 \$1,949	Receive a one-year Direct membership with your full Conference nonmember fee.	
<b>VIP Package</b>			<b>\$200</b>	Limit 50. General Session reserved seating, mega session selection, VIP registration, keynote meet & greet.	
<b>Facility Tours</b>		Tour details are being finalized. As a registered attendee, you will receive details and registration opportunities prior to the public.			
<b>Guest Program</b>	Includes: All meal functions and receptions	Guest <b>\$250</b>		(Guest programs do not qualify for either of the discounts listed below.)	
<b>Academic Member</b> <b>Student Member Package</b> <b>Complete Conference</b>	<b>\$595</b> <b>\$250</b>	Must be a current ISM academic/student member. Please contact ISM Customer Service for additional information.			
<b>Team Discount</b>	Register three or more individuals at the same time. (Registrations must be sent together in the same envelope.)	<b>Only one discount option is allowed per registration form.</b>		<b>Subtract \$300</b> for qualified Conference registrations.	
<b>Pre-Conference Seminar Discount</b> _____ Program # _____	<b>Deduct \$100</b> when registering for a two-day pre-Conference seminar and the complete Conference registration package.			<b>Subtract \$100</b> from Conference subtotal.	

METHOD OF PAYMENT (U.S. Funds Only)		REGISTRATION TOTALS	
<b>BY CHECK</b>  Enclosed is a personal or organization check. The Check Number is _____ Amount of Check \$ _____	<b>BY CREDIT CARD</b> (Circle one) VISA MasterCard American Express Diners Club Credit Card # _____ Expiration Date ____/____ Security Code _____ Amount to Charge _____ Name of Cardholder _____ Signature _____	<b>CONFERENCE SUBTOTAL</b>	
		<b>PRE-CONFERENCE SEMINAR SUBTOTAL</b>	
		<b>TOTAL AMOUNT ENCLOSED</b>	

# HotelandTravel Information

## All Conference sessions are at:

### LVH — Las Vegas Hotel & Casino

300 Paradise Road

Las Vegas, Nevada 89109

+1 702/732-5111

Reservations Center — 888/732-7117

Group Code — SISM4R

Please reference group code when making phone reservation.

Visit [www.ism.ws/3486](http://www.ism.ws/3486) to book online.

## Hotel Room Rates (single/double):

April 30 – May 3, 2014 \$69/night

May 4 – May 7, 2014 \$119/night

May 8 – May 10, 2014 \$69/night

The ISM rate is offered until April 13, 2014 (or until the rooms sell out). Be sure to reserve your room early!

## Hospitality Suites

For hospitality suites and catering information at the LVH — Las Vegas Hotel & Casino please contact Scott Nelson at [snelson@thelvh.com](mailto:snelson@thelvh.com).

## Transportation — SuperShuttle

SuperShuttle offers a US\$7.00 discount to ISM2014 attendees. Make your round-trip reservation to the Las Vegas Hotel and Casino (LVH) by calling 800/258-3826 or visiting [www.supershuttle.com](http://www.supershuttle.com) and referencing group code AG8B8.

## Las Vegas Monorail

LVH — Las Vegas Hotel & Casino offers a station on-site for easy travel to the Strip. Buy affordable tickets at one of our automated machines and be whisked away to a nearby show, nightclub, restaurant or casino without having to wait in line for a cab. Have questions about pricing or the monorail's route? Call 866-4-MONORAIL (866-466-6672) or visit [www.lvmonorail.com](http://www.lvmonorail.com).

## Bon Appétit

Your complete three-day Conference registration package includes the following meals:

### Sunday

**Welcome Party** 5:30 pm – 7:30 pm

### Monday

**Grand Opening and Breakfast (Exhibit Hall)** 8:00 am – 9:30 pm

**Keynote Lunch** 12:00 pm – 1:30 pm

**Dessert Reception (Exhibit Hall)** 1:30 pm – 3:00 pm

**Networking Reception (Exhibit Hall)** 5:00 pm – 7:00 pm

### Tuesday

**Continental Breakfast and Economic Outlook** 8:00 am – 9:30 pm

**J. Shipman Gold Medal Award Luncheon** 12:00 pm – 1:30 pm

**Dessert Reception (Exhibit Hall)** 1:30 pm – 3:00 pm

**Networking Reception (Exhibit Hall)** 4:30 pm – 6:30 pm

### Wednesday

**Breakfast** 8:00 am – 9:30 am

**Keynote Lunch** 1:30 pm – 3:00 pm





# COLLABORATION: WHAT A GREAT IDEA



## ISM

Est. 1915

45,000+ members

Over 150 affiliates worldwide

Professional certifications

First supply management organization

Engaged in over 90 countries

ISM Report On Business®

Scholarships

Professional development



## A.T. Kearney

Est. 1926

58 offices in 40 countries

3,200 people strong worldwide

ROSMA<sup>SM</sup>

The Purchasing Chessboard

House of Purchasing and Supply<sup>SM</sup>

Assessment of Excellence in Procurement study

20+ years strong

\$1 trillion of spend addressed



## CIPS

Est. 1932

Active in 150 countries

103,000+ global community

Corporate portfolio

Professional qualifications

Global events and conferences

Branches and networks worldwide

CIPS Foundation

Scholarships



## ISM + A.T. Kearney + CIPS

ISM, A.T. Kearney, and CIPS created a new alliance focused on elevating the procurement and supply management profession. We combined our global footprint and marketplace credibility to ensure that the profession succeeds in the new global economy and becomes a strategic growth partner of the business. Our first step in this new collaboration is to establish a standard performance metric for supply management. We invite the industry to join us as we work together to increase professional recognition for the procurement and supply management community. Visit [www.ism.ws/rosma](http://www.ism.ws/rosma) for more information.



## Las Vegas— The City of Lights

Information provided by [www.lasvegas.com](http://www.lasvegas.com).

**L**as Vegas, an ever-changing fantasy-land of a city, has seen unbelievable expansion since it emerged from the desert just over 100 years ago. From restaurants to shows, Las Vegas offers something for everyone.

The sights and sounds of Las Vegas are enjoyed by millions every year, and these are just a few attractions near the LVH – Las Vegas Hotel and Casino.

### Downtown Las Vegas

It's where it all began. The Rat Pack even cruised these famous streets. There are hints of vintage Vegas everywhere, but remodels, renovations and overhauls have turned the hotels, lounges, bars and restaurants of downtown Las Vegas into a spectacular sight. And it's one you'll want to see firsthand. [www.vegasexperience.com](http://www.vegasexperience.com)

### Shows and Events

They're a big part of what made Las Vegas great: pull-out-the-stops, bring-down-the-house shows. Production shows. Comedy shows. Concerts. Simply put, Las Vegas shows are in a category unto themselves. For a current list visit, [www.lasvegas.com/shows-and-events](http://www.lasvegas.com/shows-and-events).

"Raiding the Rock Vault" is "the story of classic rock," composed of members of some of the greatest rock bands in history. This one-of-a-kind rock concert experience comes to life each night in the LVH Theater.

### Las Vegas Tours

If you think you've been to Vegas, you haven't seen anything yet. A Las Vegas tour allows you to zip, zoom and fly across the city for a unique perspective. Rethink what you know about this town and let the Las Vegas tour operators show you. [www.lasvegas.com/tours](http://www.lasvegas.com/tours)

**Walking Gourmet Food Tours** are for food lovers. Knowledgeable tour guides enlighten you with Las Vegas history, as well as information on all the various restaurants, bars and specialty spots. Walking Gourmet Food Tours partnered with some of the city's top restaurants and executive chefs to provide each guest with a diverse tasting experience. Each tour is approximately three to four hours long. From savory starters and delectable entrees to creative cocktails and delicious desserts, you'll have a completely new appreciation for food.

### Shopping

Las Vegas is home to some of the most spectacular shopping in the world. Crystals at CityCenter. The Forum Shops at Caesars. The Grand Canal Shoppes at The Venetian. The Miracle Mile Shops at Planet Hollywood. It's fair to say that shopping in Las Vegas beats shopping anywhere else in the world. Fashion Show Las Vegas boasts seven anchor stores and 250 specialty stores and restaurants. Department stores include Macy's, Dillard's, Saks Fifth Avenue, Nordstrom and Neiman Marcus.

[www.lasvegas.com/activities/shopping](http://www.lasvegas.com/activities/shopping)

### Golfing

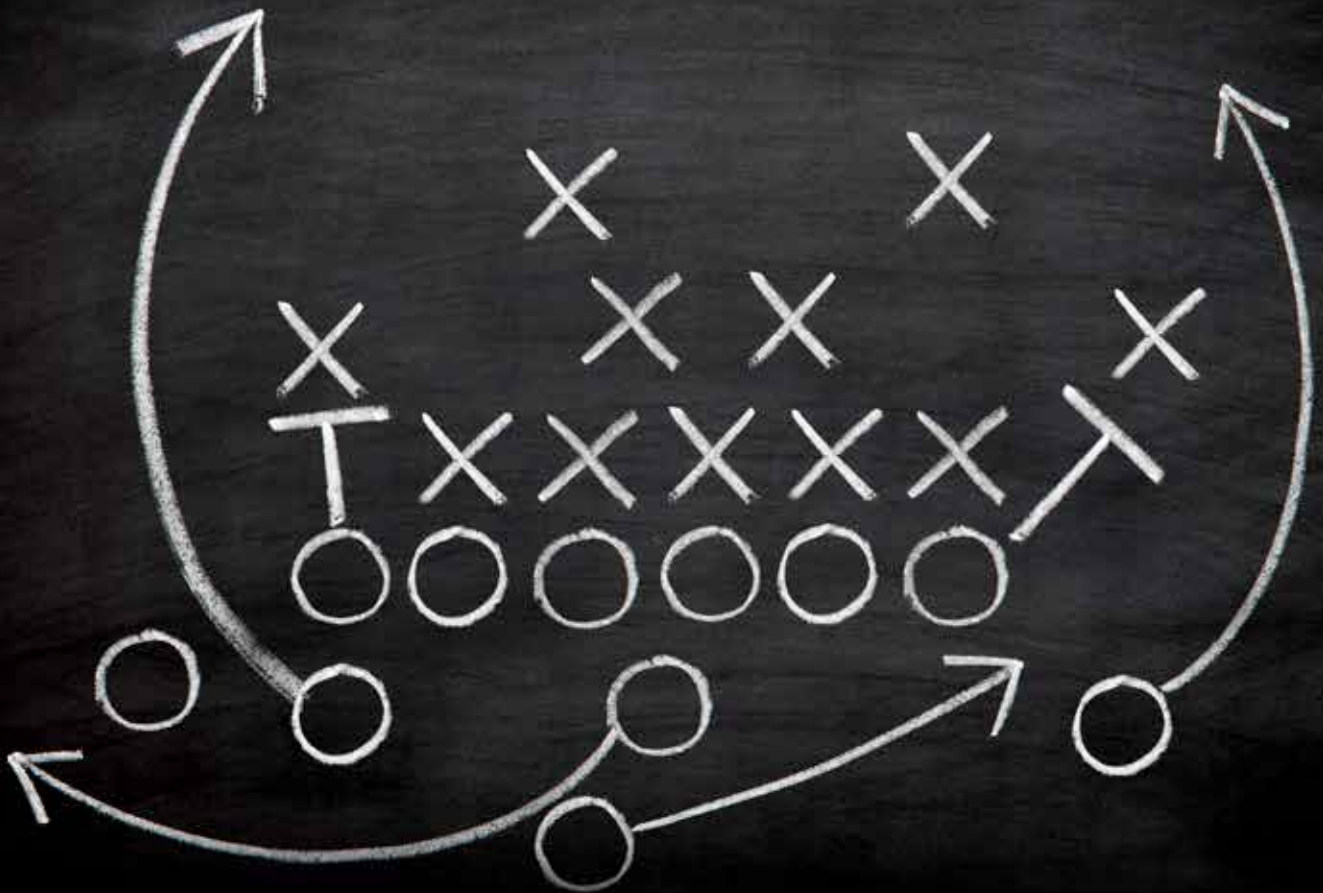
With signature courses designed by such legendary names as Tom Fazio and Jack Nicklaus, Las Vegas offers a wide variety of challenging and breathtaking golf courses to play on. Your options are endless, so pick one course and book your tee time. [www.lasvegas.com/activities/golf](http://www.lasvegas.com/activities/golf)

**Tee off at the Exclusive Las Vegas Country Club.** The premier golf course conveniently located next to the LVH offers a pristine 18-hole golf course surrounded by lush trees and beautiful views of the famed Las Vegas Strip.



[illegible]

# Discover the **WINNING STRATEGIES**



Institute for Supply Management® — Michigan State University

## **Awards for Excellence in Supply Management**

**M**ake sure to add these sessions into your Conference schedule. The winners of the ninth annual Institute for Supply Management™ — Michigan State University Awards for Excellence in Supply Management share their winning strategies with session attendees. Learn the best practices that contributed top-line growth and apply their winning strategies to your own organization.

Tuesday, May 6, 2014

DB 9:20 a.m. – 10:20 a.m. | EA 10:20 a.m. – 11:40 a.m.

Wednesday, May 7, 2014

GA 9:20 a.m. – 10:20 a.m.

Find out more about the awards at [www.ism.ws/3775](http://www.ism.ws/3775). Winners are announced in the April issue of *Inside Supply Management*® magazine.

### **Past winners include:**

The United States Postal Service • Amedisys, Inc. • BorgWarner • Cisco Systems, Inc.  
The American Red Cross • T-Mobile USA, Inc. • Delphi • Hewlett-Packard • IBM • Johnson & Johnson • L-3 Communications • Lockheed Martin Aeronautics Company • LG Electronics  
Masco Corporation • Pfizer Inc • Royal KPN • State of Georgia-DOAS State Purchasing Division