

Hospitality Supply Management, an ISM Forum, presents the

# Fall Conference for Hospitality Supply Chain Management

October 17-19, 2006  
Dallas, Texas



Photos courtesy of Dallas Convention & Visitors Bureau

**All sessions focus on supply management in  
the hospitality industry**

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*Market Updates and Economic Outlook*

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*Powerful Take-Away Tools*

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*Exceptional Networking Opportunities*

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*Contracting for Services*

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*Creating, Scoring and Using Your Personal  
Scorecard*

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*Supplier Diversity — A Challenge for the Future*

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*Economic and Commodity Outlook for 2007*

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*Earn 10.5 CEHs*



Hospitality Supply Management  
*An ISM Forum*

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

800/888-6276 or 480/752-6276,  
extension 401

*Hospitality Supply Management,  
an ISM Forum, presents the*

## **Fall Conference**

**October 17-19, 2006**

**Doubletree Hotel Dallas — Campbell Centre  
Dallas, TX**

ISM's own "food network" brings you face-to-face with your colleagues and leaders in the industry. Take this opportunity to find out what's new and what's on the horizon. This is a chance to ensure you have a fresh, safe supply chain that delivers quality at the right price.

### **AGENDA**

#### **Tuesday, October 17, 2006**

- 11:00 a.m. - 8:00 p.m. **Registration**  
12:00 - 4:00 p.m. **C.P.M. and CFPM Testing**  
6:00 - 8:00 p.m. **Opening Reception**

#### **Wednesday, October 18, 2006**

- 7:00 a.m. - 5:30 p.m. **Registration**  
7:00 - 8:00 a.m. **Networking Breakfast**  
8:00 - 8:30 a.m. **Welcome**

#### **Welcome to the Conference, Opening Remarks and Introduction to the incoming HSM Officers and Board Members**

**Karen Settlemyer, Chair**  
Hospitality Supply Management

- 8:30 - 9:30 a.m. **General Session**

#### **From Small to Large — The McAlister's Growth Story**

**Philip Friedman, Chairman and CEO**  
McAlister's Corporation

Discover the secrets to McAlister's success. Gain insight into the strategies that took McAlister's from 30 restaurants to more than 200 and apply them to your supply management organization. Explore the approaches that led to this robust growth — organizational needs assessment, concept evolution, guest satisfaction measurement and supply management growth.

- 9:30 - 10:00 a.m. **Networking Break**

10:00 -11:30 a.m.

### **Peer Roundtables**

Dedicated time to exchange successes, ask questions and learn from your peers. Use this session to dig deeper and get some real-world insight from your colleagues in the trenches. Refer to registration form to provide feedback on possible topics to address.

11:30 a.m. - 1:00 p.m. **Showcase Lunch**

1:00 - 2:15 p.m. **Concurrent Session I**  
Please select one session.

### **WB — Contracting for Services: A Review of the Contracting Process**

**Jim Haining**, C.P.M., A.P.P., Director, Procurement  
Insituform Technologies, Inc.

Contracting for services differs from the typical purchasing contract for materials. The sourcing process is different and has a different set of challenges. This session reviews the basics of contracting for services including what you need to receive from your end users and suppliers prior to formalizing a contract. Some of the important elements include the detailed Scope of Work (SOW), the contract terms and conditions and the process for finding a supplier. Explore the pros and cons of using a reverse auction to source services.

### **WC — Creating, Scoring and Using Your Personal Scorecard**

**Robert A. Kemp**, Ph.D., C.P.M., President  
Kemp Enterprises, Inc.

Identify knowledge and tools to create a personal professional development scorecard. Discussions include step-by-step process, resource identification, evaluation techniques and metrics, scoring, benchmarks, best practices and a useable personal scorecard along with the potential benefits. Everyone needs a personal professional development scorecard.

2:15 - 2:45 p.m. **Networking Break**

2:45 - 4:30 p.m. **General Session**

### **Market Trends and the Ten Fundamental Strategies and Best Practices of Supply Chain Organizations**

**Robert J. Engel** C.P.M., National Director of Client Services  
Resources Global Professionals

Explore current market trends in goods and services. In general, we have seen many commodities go from being in a buyer's market to a seller's





market, and this session reviews these changes as well as addresses how world-class organizations are dealing with the changing marketplace. Highlights include 10 fundamental strategies and best practices that world-class supply chain organizations strive to achieve.

6:15 - 9:00 p.m.

### **Reception and Dinner**

III Forks, The Crown Jewel of American Dining  
(A North Dallas Restaurant)

## **Thursday, October 19, 2006**

7:30 - 8:30 a.m.

### **Networking Breakfast**

8:30 - 10:00 a.m.

### **General Session**

#### **Supplier Diversity — A Challenge for the Future**

Gerry Fernandez, President

Multicultural Foodservice & Hospitality Alliance (MFHA)

Norma Sica, Director, Supplier Diversity  
Darden Restaurants

Cirabel Lardizabal Olson, Director  
Diversity & Multicultural Relations  
Burger King Corporation

Additional panelists to be announced.

Changing demographics impact our industry's workforce, our customer base and our communities. Diversity management discussions are on the agenda of virtually every leading foodservice and/or hospitality provider. Now the discussion has shifted to include the concept of supplier diversity. Supplier diversity is the practice of recruiting minority-owned firms as a way to add value and build upon existing diversity efforts. Increasing diversity in the supply chain is not without its challenges. Supply chain professionals face such questions as: Why do we have to be concerned with minority-owned status? How do I find qualified minority-owned firms to meet our needs? Can these minority firms meet our price and quality standards? This workshop presents the business rationale for a supplier diversity effort, the benefits of partnering with MBEs (Minority Business Entrepreneurs) and the future implications for supply chain management in light of an increasingly more diverse America.

Look for a business case for supplier diversity followed by a panel discussion by corporate procurement experts who have successful supplier diversity programs. Includes a question-and-answer period.

10:00 - 10:30 a.m.

### **Networking Break**



10:30 - 12:00 p.m. **General Session**

**Economics and Commodities: Looking Back at 2006, Looking Forward to 2007**

**William C. Lapp**, President  
Advanced Economic Solutions

A review of the fall commodity markets and expectations for the near future. The discussion includes what price trends to expect and the reasons why.

12:00 - 2:00 p.m. **Lunch**

**Texas Cuisine**

Don't miss this session guaranteed to delight your taste buds. Take a tour through Texas by sampling flavors of the Southwest.



# Registration and Information

## Registration:

**Fees** — \$349 ISM Members/\$449 Nonmembers

Fees include all meeting expenses, planned meals and social functions.

## Hotel Accommodations:

Please make your hotel reservations at the Doubletree Hotel Dallas — Campbell Centre, 8250 N. Central Expressway, Dallas TX 75206. For reservations, call 800/245-8918. Be sure to mention ISM/Hospitality Supply Management Conference to receive the special room rate of \$107 single/double. The ISM room rate is offered until September 25, 2006; rooms sell out quickly so please reserve your room early.

## Spouse/Guest Social Package:

Additional fee of \$150 for spouse/guests for the social functions only.

## Discounts:

**Membership Discount** — Members of ISM receive a \$100 discount on this program registration fee. If you're not already a member of ISM, visit our Web site at [www.ism.ws](http://www.ism.ws) and become a member online.

**Team Discount** — \$25 discount (per person) for organizations registering three or more people for this program. All registrations must be placed at the same time. Team Discount only available via fax, phone or USPS.

**Early Registration Discount** — Register by Monday, September 18, 2006, and receive \$25 off the registration fee.

**U.S. Tax Deductions** — The U.S. 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 advisor for details.

**ISM Cancellation and Refund Policy** — If you register for this program and you are unable to attend, please notify ISM Customer Service. Notification of your cancellation must be in writing. No refunds are given once the program has begun. Registrants who fail to attend 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.

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

**Ground Transportation** — Please arrange your own ground transportation.

**Photo Release** — From time to time, we use photographs of participants in our promotional material. By virtue of your attendance, you agree to the use of your likeness in such material.

# Registration

## Program Name

Hospitality Supply Management  
Fall Conference  
October 17-19, 2006  
Doubletree Hotel Dallas — Campbell Centre  
Dallas, TX

## Member Fee

**\$349 (USD)\***

## Nonmember Fee

**\$449 (USD)\***

## Spouse/Guest Social Package

**\$150 (USD)**  
(Does not include Conference Sessions)

*\*Register by September 18, 2006, and receive \$25 off the registration fee.*

## Four Easy Ways to Register

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

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

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

**Phone:** Call Customer Service at 800/888-6276 or 480/752-6276, extension 401. Please have your credit card number ready.

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☐ Nonmember

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MI \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

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

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☐ Spouse/Guest Package

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

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

Postal Code \_\_\_\_\_ E-Mail Address \_\_\_\_\_

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

Daytime Phone Number\*\*

Fax Number\*\*

**\*\*For international phone numbers, please include country and city codes.**

Will you be attending the opening night reception  
(Tuesday)?

☐ yes ☐ no

Will you be attending the reception and dinner on  
Wednesday night?

☐ yes ☐ no

Please indicate which concurrent sessions you will be  
attending:

Concurrent Session I: WB WC

Sponsors and/or Sales Representatives: Please contact  
Kathy Braase ([kbraase@ism.ws](mailto:kbraase@ism.ws)) or Trish True ([ttrue@ism.ws](mailto:ttrue@ism.ws))  
for conference opportunities.

Please let us know what topics interest you for the Peer Roundtable session: \_\_\_\_\_

☐ Check this box if you would like to register for the C.P.M. or CFPM Exams. ISM Customer Service will call you to confirm registration. (Online registration not available for these exams during this event only.) You may register for up to two C.P.M. Exam modules. Exam fees are not included in the program registration fee. **\$120 per C.P.M. module Members/\$180 per C.P.M. module Nonmembers.** Please indicate which module(s) you will be taking. You must be a C.P.M. to take the CFPM Exam.

**C.P.M.** ☐ Module 1 ☐ Module 2 ☐ Module 3 ☐ Module 4

☐ **CFPM**

## METHOD OF PAYMENT: (U.S. Funds Only)

☐ Personal ☐ Organization check is enclosed for \$ \_\_\_\_\_

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

Credit/Procurement Card Charge ☐ VISA ☐ MasterCard ☐ American Express ☐ Diners Club

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☐ Please check here if you have any special needs that we can address to make your participation more enjoyable and informative (this includes any dietary or physical requirements).

Please provide details: \_\_\_\_\_

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



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**Institute for  
supply management**

*ISM is a member of the  
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