Seminar Objectives

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

WHO WILL MAKE BUSINESS HAPPEN?
SPARTANS WILL.

An Invitation

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

The seminar combines academic frameworks and real-world examples, including discussion and review of best practice trends. The seminar faculty consists of academic and industry speakers that are thought-leaders in supply chain logistics management. The program is designed for experienced executives whose firms are driving integrated logistics within the context of overall supply chain strategy. Emphasis is placed on supply chain integration, performance measurement, supply chain technology and analytical applications, global operations, organizational dynamics and the lessons learned from world-class supply chain logistics organizations.

We hope your organization joins us this year as we celebrate 50 years of supply chain logistics management executive education.

David J. Closs Seminar Director

Effective Practice Workshop - NEW

One of the new features of this seminar is the effective practice workshop, which facilitates exchange of best practices between participants. These small-group discussions can lead to implementation of innovative ideas and improvements across organizations leading to improved performance.

MSU LOGA Simulation

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

Personal Action Plan - NEW

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

Who Should Attend

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

**Unit One: Dimensioning the Supply Chain Opportunity**
- Supply Chain Management
- Integrated Logistics
- Strategic Manufacturing
- Synchronized Procurement
- Positioning for Customer Success

**Unit Two: Managing the Logistics Process**
- Global Compliance
- Supply Chain Analytics
- Inventory Management
- Transportation
- Warehouse Management

**Unit Three: Integration, Planning & Measurement**
- Sales & Operations Planning (S&OP)
- Network Integration
- Supply Chain Resilience
- Cost Concepts for Logistics Applications
- Performance Assessment

**Unit Four: Leading in a Dynamic Environment**
- Developing and Maintaining Supply Chain Relationships
- Global Supply Chain Management
- Global Supply Chain Challenges Panel
- Negotiation
- Supply Chains of the Future

Dr. Donald E. Conlon  
Eli Broad Professor of Management,  
Michigan State University

Dr. M. Bixby Cooper  
Associate Seminar Director  
Associate Professor of Supply Chain Management,  
Michigan State University

Dr. Patricia J. Daugherty  
Professor and Bowersox-Thull Chair in Logistics and Supply Chain Management,  
Michigan State University

Dr. David J. Frayer  
Director of Executive Development Programs,  
Michigan State University

Dr. Stanley Griffis  
Associate Seminar Director  
Associate Professor of Logistics,  
Michigan State University

Dr. Brian W. Jacobs  
Assistant Professor of Supply Chain Management,  
Michigan State University

Dr. John R. Macdonald  
Assistant Professor of Logistics,  
Michigan State University

Dr. Karen L. Sedatole  
Professor of Accounting,  
Michigan State University

Dr. Cheri Speier-Pero  
Professor of Information Systems,  
Michigan State University

Dr. John C. Taylor  
Chair, Department of Marketing and Supply Chain Management,  
Wayne State University

Dr. Judith M. Whipple  
Associate Seminar Director  
Professor of Logistics,  
Michigan State University

**Seminar Timing**
The seminar begins on Sunday, May 1, 2016. The program will commence at 5:00 p.m. with a reception and dinner at the James B. Henry Center for Executive Development, followed by an orientation and planning session. Classes begin each day at 8:00 a.m. Evening sessions are scheduled on Monday and Tuesday. The graduation banquet is Thursday evening. The seminar concludes at 12:00 noon on Friday, May 6, 2016, followed by an optional lunch.

**Location**
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18 hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

Participants will have private accommodations complete with full kitchen, executive desk, personalized voice mail and two separate phone lines. Facilities are available for after-class relaxation and informal discussions.

**Registration**
Only advance registrations are accepted. The 2016 seminar fee will be $4,995.* This fee includes materials, lodging (Sunday through Thursday evenings) and all breaks and meals, including the graduation banquet. Each participant is responsible for additional lodging if requested prior to or after the seminar and miscellaneous personal expenses. A $500 deposit, full tuition or invoice request must accompany all applications. The balance of the registration fee is due 30 days prior to the start of the seminar.

**Cancellation Policy.** Refunds for cancellations within 30 days prior to the start of the seminar are limited to emergency or personal situations. Once the participant advance mailings have been sent out, participants are responsible for the cost of this mailing and the contents. Cancellation may result in a fee ($500) to cover committed, unrecoverable costs. Participant substitutions are welcome at any time prior to the start of the seminar. If a registered participant does not attend the seminar and does not notify us in advance, they will be charged the full seminar fee.

To register for this seminar or if you have questions, please contact Tricia Walters (or register online):  
email: WaltersT@broad.msu.edu  
telephone: (517)353-9771 ext. 71004  
online: https://edx.broad.msu.edu

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

The Broad College annually offers more than 50 unique executive education and corporate learning programs on campus, online or at your location. Learn more at http://execed.broad.msu.edu

**Comments from 2015 seminar participants**
“Outstanding faculty interaction and very personal.”
“Fantastic event!”
“Very professional program.”
“Wonderfully organized & informative.”
“Well done. Great week!”

**Seminar Director**
Dr. David J. Closs  
The John H. McConnell Charied Professor of Business Administration,  
Michigan State University

**Seminar Faculty**
Dr. Yemisi Bolumole  
Assistant Professor of Supply Chain Management,  
Michigan State University